

The AUTHOR & JOURNALIST

ANNUAL FORECAST NUMBER



FICTION

By WILLARD E. HAWKINS

BOOKS

By CAROLINE BANCROFT

ARTICLES

By JOHN T. BARTLETT



Also Articles and Forecasts by

AUGUST LEHNIGER—LAURENCE R. D'ORSAY

JACK SMALLEY—MADELINE MATZEN

FRED B. MANN



HANDY MARKET LIST

FICTION MARKETING CHART

SURVEY OF ARTICLE MARKETS

Literary Market Tips of the Month—Prize Contests

1932

MARCH

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ADDRESS

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Professionals Endorse This Service

EVERY month new clients come to *The Author & Journalist* on the recommendation of professional writers, who, themselves, have turned to *The Author & Journalist* staff for aid.

It is difficult for most professional writers, and on occasion impossible for almost all, to look with perspective on their work. A manuscript may have been rejected once, twice, a third time. What's wrong? The professional is baffled.

It's good sense to get an expert, outside opinion—and then resume work on the manuscript.

J. Frank Davis, San Antonio, Texas, wrote, "You will be pleased to learn that, after receiving your criticisms and suggestions and as the result of them, I was able to secure a new viewpoint, and so revise the story as to make it acceptable to that magazine, which bought it at as large a price as I ever receive for a short-story."

J. Frank Davis has appeared in the *Saturday Evening Post*, *Red Book*, *Blue Book*, *International*, *American*, *Collier's*, *Popular*, and other national magazines. He has written several books and plays. And he concluded his letter:

"I am very glad indeed, unsolicited, to authorize you to make any use of this letter that you believe may be helpful either to other writers or to yourself."

On the desk of Editor Willard E. Hawkins as this is written is a lengthy letter from a writer who may be called a celebrity. In this depression year, he has an annual income in five figures, and yet he says: "I want to put myself in your hands. . . ."

There are certain types of stories he is qualified to write by background and experience, yet, to date, he cannot get such stories across to the extent that he desires. He wants to work with *The Author & Journalist* staff.

A criticism and advisory service which professionals endorse must be good. Is it not the logical service for the beginning writer, perplexed, baffled, needing someone to turn to for help?

Since 1916, year after year, *The Author & Journalist* staff has counseled with writers in the thousands. Many of these are today famous names in current literature.

Let *The Author & Journalist* staff aid you. The service is fast—almost all manuscripts are mailed to writers within seventy-two hours after receipt. Editor Willard E. Hawkins passes on all criticisms. And remember, every *Author & Journalist* critic has demonstrated his fitness for the task by writing extensively for publication. The earnings from month to month of *Author & Journalist* staff critics are far more from their personal writings than from criticism fees.

You will be told what is wrong with your manuscript, if there are faults; how to correct the latter; the markets you should try to sell. And as an additional service, free, you will receive the famous Progress Chart, rating the manuscript on nineteen fundamentals.

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Willard E. Hawkins,
Chief of Criticism
Staff

The Author & Journalist Criticism Department,
1839 Champa Street, Denver, Colo.

I desire a complete Author & Journalist criticism of my man-

uscript entitled _____

which I send herewith. It contains _____ words,
and I enclose \$ _____ to cover, in accordance with your
regular scale of fees. I also enclose return postage. If this is
fiction manuscript, I understand I am to receive the free PROG-
RESS CHART, also the A. & J. STORY SALES SYSTEM.



Harry Adler,
Fiction Critic

Name _____ Address _____

City _____ State _____

THE AUTHOR & JOURNALIST

Founded, 1916

1839 Champa Street, Denver, Colo.

WILLARD E. HAWKINS, *Editor*

David Raffelock *Associates* Harry Adler
Thomas Hornsby Ferril John T. Bartlett

JOHN T. BARTLETT, *Business Manager*

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THROUGHOUT the past year, THE AUTHOR & JOURNALIST has been conducting a survey among subscribers, leading to a better idea of the types of material they desire us to publish for their benefit. The questionnaires, as they come in, are carefully studied, are read and reread, discussed in editorial conferences, and undoubtedly help materially in shaping our course for the future.

A frequent comment is this: "Why give so much space to pulp-paper writing? Can you not devote more emphasis to writing for the smooth-paper and literary markets?"

The query is pertinent, though there are two sides to the subject. THE AUTHOR & JOURNALIST, being a trade journal for writers, naturally is concerned largely with the subject of how to make money by writing. With this purpose in view, a good deal of emphasis must be placed upon writing for the all-fiction or pulp magazines, for it is perhaps unfortunately true that they constitute the great manuscript market of today. They provide excellent, dependable incomes for a large number of professionals, and are accessible to any beginner who delivers the goods. The principal difference between the pulp-papers and the "slicks" is that the latter require a more polished style and greater subtlety. In other words, you do not make the slicks by writing a different type of story, but rather by writing the same type in a more finished manner.

However, the writer who aspires to turn out the distinctly literary type of story certainly should have a break. We would eagerly publish more articles emphasizing the problems of the literary artist if really good articles of this type were ob-

tainable. It is evidently much easier to tell writers how to turn out formula yarns for the pulp-paper Westerns than to tell them how to write for *The Atlantic Monthly*. When a worth-while article on the higher phases of authorship comes in, it is seized upon with avidity.

Such an article is "Writing the Quality Story," by Thomas H. Uzzell, which we have purchased for the feature of the April issue. In this article, Mr. Uzzell, from his wide experience as writer, editor, and critic, gives a searching survey of the quality field, and comes as near to suggesting a formula as any one can hope to come when dealing with a type of writing that has no formula. We are sure that every reader will be well rewarded by studying Mr. Uzzell's article in our next issue.

THE DEATH of Edgar Wallace in Hollywood on February 10th, probably came as more of a shock to writers and the reading public than the death of many a greater figure in the literary world. Wallace, as a matter of fact, would hardly be classed as a literary man. He was a story-telling phenomenon. His mystery novels have sold in this country alone more than 1,500,000 copies, and it is said that one-quarter of all the books sold in England last year were Edgar Wallace thrillers. Besides several hundred novels and innumerable short-stories he wrote twenty successful plays. It was said that he could turn out a 60,000-word novel over the week-end. Drafted by Hollywood, he had written six stories for the screen, three of which are being filmed, since his arrival shortly after the first of the year. His first novel was a murder mystery, "Four Just Men," published in 1904.

In an interview given to Gardner Bradford shortly after his arrival in Hollywood, Wallace told something of his method, saying:

"The real trick in writing is to get the proper start. That is, when a climax or big situation comes to mind, don't say to yourself, 'I'll just hold this for chapter ten.' Use it right then, right at the spot where you thought of it.

"When you retain a thought in the back of your mind, for future use, it is just like shoving a stopper into a bottle. It is sure to stop the spontaneous flow of your thoughts."

CONTESTING the claim published in our January issue, that the Writers' Club of New York is the oldest writers' club in America which holds regular meetings, Torrey Connor, of Berkeley, Calif., writes as follows:

"Not so! The California Writers' Club, with a membership of 260, has passed the voting age. Moreover, it was the first incorporated literary club in the United States in which men and women were associated. It started with a dozen enthusiastic folk, including Jack London and the poet Sterling. The present roster bears many well-known, even distinguished names. The club issues a book of poetry each year, and twice has issued books of short-stories in which appear the work of authors whose names are to be found in the best magazines."

THE AUTHOR & JOURNALIST

March, 1932

Conditions and Trends in the Fiction Field

BY WILLARD E. HAWKINS



Willard E. Hawkins

IN ATTEMPTING to predict what the fiction trend will be during the coming months, one yearns for the convenient obscurity of the Delphic Oracle. It will be recalled that its advice to the warrior king who inquired as to his chances in a projected war was:

"Go, return, never in battle shalt thou perish." When the king met his death at the hand of the enemy, the Oracle contended that its advice was all right; the king had merely assumed a comma on the wrong side of the word "never."

So we are tempted to advise those engaged in various phases of authorship: "Write, sell, never give up hope." Then, if the entire manuscript market takes a nose-dive as the stock market did, to the consternation of financial optimists in the all too vividly remembered past, we will be able to say: "It was merely a typographical error. The advice intended was: Write, sell never, give up hope!"

Seriously, there is no more reason why the writer should cease his efforts because of present conditions than there was for him to do so under former conditions. It is more difficult, of course, to sell stories, and to get top prices, than it was three years ago. But the same thing is true of selling shoes, insurance, synthetic gin, or any other product. Where industries have not actually cut wages, they have cut down the hours of employment or the number of employed. Relatively, writing is as financially remunerative now as it ever was, probably more so. While some magazines have reduced their

rates of payment, the curtailment of income for the great body of contributors has been nowhere as great as in other lines of endeavor. In the general fiction field, the smooth-paper magazines of large circulation have reduced their manuscript purchases owing to shrinkage in size resulting from loss of advertising revenue. The pulp-paper market, however, is apparently as active as it ever was. Numerous fiction magazines have died, but the birth-rate has been correspondingly rapid.

This means, of course, that publishers are experimenting. One and two-time magazines frequently appear on the stands. If the first issues sell (as did *Ballyhoo*, much to the publisher's surprise), they will be continued. If they "flop," they are discontinued. These one-time magazines do not offer a market for the free-lance, since they usually are slapped together from left-over manuscripts in the office, or from material written to order, or from reprint stuff. The use of reprint stories—those which appeared several years ago in other magazines, is developing into an evil, so far as the writer is concerned, and we believe it is indicative of shortsighted policy on the part of publishers.

The best field, both for the average quantity-producing professional and the new writer, continues to be the pulp-paper field. General adventure stories seem to be slightly more in demand than formerly. The Western-story market shows no sign of abatement, though editors are becoming more capacious in seeking for the impossible—new plots. The demand for crime fiction and for detective yarns with the action element stressed, continues strong. War and air-war fiction is holding its own, but there seems to be a dropping off in demand for the non-war air story. The tendency in the love-story pulp magazines appears to be farther than ever away from the old-fashioned "heart" story, and toward melodrama, with

a degree of sophistication. Confession stories are leaning toward the emotional rather than the sex element. The sex-story magazines do not appear to be gaining ground; they remain, as a class, the poorest paying and least reliable type of fiction magazine.

Short short-stories apparently are still the most popular of all types—among aspiring writers. The outlets for short-stories are so few, however, that probably not one-tenth of one per cent of those written will ever see the light. This is not a field in which the writer who aspires to sell can expect much encouragement.

The writer who cannot "slant" his yarns directly toward one or another of the various pulp-paper and allied groups, will continue to have a harder time than his more adaptable brethren. The general popular magazines and women's magazines are pretty heavily loaded up with material. They are more exacting as to characterization, atmosphere, and finish of style than the majority of young writers realize. Originality of plot or idea perhaps counts less with them than with the pulps, restricted though the latter are as to types. For the writer who possesses a finished style, depth of insight, and true originality, the limited field of literary magazines furnishes practically the only outlet, aside from book publication.

There has been little change in the motion-picture situation. Few if any originals are bought from writers who submit unsolicited manuscripts. Most originals are produced to order by writers engaged for that purpose by the studios. The bulk of motion-picture material is adapted from successful stage plays and published novels, and negotiations for their purchase are best carried on through agents in close touch with the studios.

Radio continuity writing has not as yet become a satisfactory field for the free-lance. While plays are sometimes sold on a free-lance basis, as a result of submission by mail to various stations, the radio playwright is apt to find that reports are slow and uncertain and that in many cases no attempt is made to return unacceptable material. The majority of successful radio writers are men and women who have established local contacts with broadcasting stations or, more frequently, with advertising agencies working through these stations.

The book situation is covered in articles and quotations that follow. Publishers, we would observe, are generally cutting down the number of books issued, but are definitely looking for new authors who can contribute a fresh, original note to whet the lagging public appetite.



SUPPLY AND DEMAND STILL PREVAIL

BY LAURENCE R. D'ORSAY

THE depression has had a strange effect upon some writers. A good many, alarmed by the fact that editors stopped buying for a time and relied upon the contents of their safes, heavily stocked in happier days, have complained that the fiction market is in a bad way. Their dolorous wails have reached me in countless letters. A few others have gnashed their teeth over lowered rates, caused by the publishers' inevitable cutting down of expenses. But, in many instances, these few were already overpaid, and one feels no more pity for them than for the motion picture cutie who receives a ten per cent cut on a weekly stipend of five thousand dollars.

The depression made editors work harder, and it is making writers work harder. The public demands more for its money. Those who supply that demand will suffer no loss of income. Tired, bored, lazy writers are quitting the game; they can't stand the gaff. New, enthusiastic, fresh-minded writers will take their places. For the new writer, with something to say and an effective way of saying it, times could not be better.

With editorial safes nearly empty, with the public demanding more and better entertainment, we are on the threshold of what may become a buying orgy.

From present indications, it appears that romance, honest sentiment and humor will ring the bell in 1932. Sensationalism is out. Since the tempo of life is slower than it was, exaggeratedly swift action—often meaningless—is doomed. Human drama, sincere and genuine, will make a stronger appeal in stories of every type. Humor and colorful romance, of a less sensational kind than we have recently read, will provide our "escape" literature.

It is evident that during periods of prosperity literature becomes gloomy and morbid or shallow and cynical. During hard times, the opposite is true. "Pollyanna" was a best seller during panic years. Without predicting a return of Pollyannism, it is safe to say that the successful writing of 1932 will be hopeful, optimistic, and strong in its appeal to human sentiment.

The Changing Vogue in Novel Writing

BY CAROLINE BANCROFT

*Instructor in novel-writing for the Denver Extension of the University of Colorado and
conductor of the Book Review Department of The Denver Post*



Caroline Bancroft

DURING my recent stay in New York for the month of January, I had personal conferences with most of the publishers on an accredited list of forty houses and interviews with numerous well-known novelists who are producing regularly and in most cases, systematically.

I have been asked by Mr. Hawkins to set down briefly my opinions about the present and future state of the novel market in view of this experience.

There is no doubt that it is difficult to market a novel manuscript at the present time. All the houses have cut their lists prodigiously—Dutton might be taken as an example. Their spring list for 1930 carried ninety-odd publications; for 1931, sixty-odd publications, and for 1932, forty-odd publications. This shows the proportionate cut in fiction as well as other items.

However, it is my opinion that the new writer stands a good show in the book market—much more so than in the magazine market. There is hardly a spring list without one or more new names on it—authors who have never published a book before, and this is especially notable in the case of first novels. Therefore, it would seem that the beginner with a novel manuscript to market has been less affected proportionately by the depression than any others of the writing clan.

But there is this change: what sold two years ago, won't sell today. The vogue has altered. The public taste has changed from the crassness, bombast and high-pressure speed of prosperity days toward thoughtfulness, seriousness, delicacy, romance or light wit—and many of these in slower tempo than formerly.

Accordingly I have tabulated below a few hints that I think would be especially helpful to the young writer who proposes to market a novel.

1. The post-war futility type of story (probably "The Sun Also Rises" was the outstanding one of these) has definitely lost in popularity.

2. The type of novel that debunked or, to use the words of Margaret Ayer Barnes, "showed up its characters rather than showing them off," has also waned. ("Elmer Gantry," by Sinclair Lewis, and "A Good Woman," by Louis Bromfield, might be mentioned as examples.)

3. Sensational, confessional and sex novels have waned. ("Ex-Wife," by Ursula Parrott.)

4. Detective and murder mystery stories, especially if they are well-written and have a good, accurate setting, are still definitely in demand.

5. Historical novels of authentic background and atmosphere interpretation, although of slender plot, are wanted. ("Shadows on the Rock," by Willa Cather, and "American Beauty," by Edna Ferber.)

6. The modern scene treated romantically is good. ("Westward Passage," by Margaret Ayer Barnes, and "A White Bird Flying," by Bess Streeter Aldrich.)

7. Intellectually mystical novels are on the upgrade. ("Malaisie," by Henri Fauconnier.)

8. Novels that analyze sympathetically or at least justly the emotional abnormalities, peculiarities or subtleties of their characters over a long period of time are very much in demand. ("Hatter's Castle," by A. J. Cronin, "The Good Earth," by Pearl S. Buck, "The Harbour-Master," by William McFee.)

9. Publishers feel that the next vogue may be toward a religious novel, if handled subtly and with detachment, no partisanship or fervor being allowed to intrude. Such manuscripts will be given a welcome reading.

10. My own personal view of the many novels that cross my desk each week is that whatever the type of novel, more emphasis is being put upon style. Both readers and publishers are demanding more finish in published fiction.

If the novel-writer will keep these ten hints in mind, I think he will find 1932 very nearly as good a year in which to land as any other.

The Article In 1932

BY JOHN T. BARTLETT

Co-Publisher and Associate Editor of *The Author & Journalist*



John T. Bartlett

A MAJORITY of magazine editors are seeking hard-to-get stuff, and the fact writer who determinedly caters to them will make sales, depression or no.

Our tip for 1932: Spend more time in choosing subjects, twice former effort in research for material. Most writers

were content to offer one "natural" in six or eight articles in 1929, yet so buoyant was demand that nearly all sold. To succeed in the 1932 market, the writer must have two "naturals" in three.

A "natural" is an article just naturally so good that an editor cannot turn it down. And nine times in ten it is something the latter thinks of as mighty hard to get.

The statements of representative editors in a cross-section survey of *THE AUTHOR & JOURNALIST* are shown on pages 10 and 11.

J. O. Wheedon, of *The Forum*, reported:

"We find it difficult to obtain articles which will appeal definitely to women but which are nevertheless intelligently and competently written. Most of the material of this nature which we receive is either strained and artificial or appallingly slushy."

That's something for the fact-writer to shoot at. How to write such articles, Eudora Ramsay Richardson, who contributes them to *The Forum* and other magazines, told in the November *AUTHOR & JOURNALIST*.

H. Napier Moore, editor of *McLean's*, declared that his hard-to-fill needs are "humor and short articles with a strong woman's interest."

Said K. C. Clapp, editor of *Furniture Record and Journal*:

"The types of material which we find it most difficult to obtain are actual experience stories on retailing, authoritative and well-written. It is almost impossible to get what I want."

And Alan C. Collins, editor of *World's Work*, remarked:

"It has become increasingly difficult to secure the sort of material I want because my needs have become more and more specialized. In general, the

hardest thing in the world to get is a well-written, interesting, lively, in places amusing, but withal sound, business article."

The Nation finds it most difficult to obtain "off" articles of literary merit, *The Parent's Magazine*, "Specialized articles from experts almost too busy to write."

Burroughs Clearing House finds that good articles dealing with trust company administration of estates, and internal operation, are mighty hard to obtain.

And so it goes. A majority of magazine editors right now are disturbed by one article need or another. They must have such-and-such an article, but where to get it?

The writer can determine the editor's difficult needs in these ways: (1) following A. & J. market tips; (2) asking the editor, in submitting an article, to outline in replying any pressing requirement he may have; (3) noting types of articles, of obvious special worth, which a magazine presents only rarely, probably because it cannot obtain them; (4) studying current affairs, and discerning needs made by the news, then immediately producing for them.

Add to material qualifying as hard-to-get: (1) articles of manifest exceptional value, in any of the fields covered by a magazine, and (2) timely articles.

Query letters will eliminate much of what would otherwise be unsuccessful material.

By comparison with former years, the picture on pages 10 and 11 is somber.

Last year we noted a drop in article consumption. In 1932, while a considerable number of magazines will publish as many articles as in the past, the trend is still definitely down. Business magazines and farm papers show heavy shrinkage. Rates of payment have been sliding off somewhat, though rate maintenance is wide enough to be noted as a cheering condition. The proportion of staff-written material has increased in many magazines.

Of the magazines not reducing article pages, many are using up manuscript stocks accumulated in preceding years.

There has been a large increase in manuscript submissions. *Scribner's* reported "50% increase since 1929," *Ladies' Home Journal* "vastly more," *Household Magazine* "40% more," *Burroughs Clearing House* "50% higher."

If the reader will ask his druggist, grocer

or hardware merchant whether salesmen calling on him have increased in number, he will get a clue to this increase in manuscript submissions. Manufacturers and writers follow the same tactics in depression. They go outside of old territories, originate new products. Depression gives birth to a determined spirit of enterprise.

Postage costs may mount, but the article writer will find enterprise a dynamic quality. The upheaval in manuscript submissions

caused by depression is already having wide results. Old hands at free-lancing have in many cases retired to the sidelines, and new players are carrying the ball over for touch-downs.

Article writers won't vacation in Bermuda on their 1932 earnings, but the opportunity exists to have a fair year, and with the exercise of enterprise and determination to prepare for high prosperity when advertising shall again thicken the magazines.

See Pages 10 and 11 for a Survey of Representative Article Requirements.



A SMOOTH-PAPER START

BY AUGUST LENNIGER

THE youthful, modern love story in varying degrees of sophistication offers the best chance of graduating into smooth paper. Several specialized smooth-paper magazines offer an excellent proving-ground.

Illustrated Love and *Illustrated Detective* of the Tower Group pay best and naturally are most difficult to please. They feature "big names" but they use a greater proportion of stories by writers new to smooth-paper than the large-circulation women's and general-interest magazines.

Illustrated Love uses light, adventurous love stories with touches of humor. They move with lightning speed; can be compared with the sparkling romances one occasionally finds in *Saturday Evening Post*, *Collier's* or *Redbook*, except that their tempo is greatly accelerated. Shorts seldom exceed 400 words, novelettes 10,000 to 12,000, serials about 25,000.

Illustrated Detective features the modern detective adventure story with at least a fifty per cent woman interest. It is intended for women readers; romantic thrills are the keynote rather than realism. It uses shorts from 1000 to 4000, novelettes 10,000 to 15,000 and serials 25,000.

Love Mirror uses both first and third-person stories under the author's name or with an "as told to" by-line. The magazine is intended for "women of limited leisure"—housewife and working-girl.

The fiction features middle-class characters, is often melodramatic, but it must have complete sincerity and seem realistic.

College Life offers a fine starting point for the sophisticated contemporaries of John Held, Jr., Percy Marks and Vina Delmar. It offers wide latitude in treatment; its effects range from the romantically idealistic with a humorous touch of risque, to the decidedly iconoclastic. *Liberty*, *Cosmopolitan*, *Redbook* often run close parallels. While the majority of *College Life* stories feature collegiate characters, the background is seldom emphasized; some of their stories do not approach the campus.

College Humor confines itself primarily to society background and "upper class" fiction. Mystery-adventure and detective stories of youthful romantic appeal are often used in addition to collegiate fiction. And *College Humor* runs a "first story" in almost every issue.

Physical Culture is another magazine which every year features quite a few writers new to smooth-paper. It is of general-interest caliber; young-love, mystery-adventure and romance, with outdoor settings, predominate.

If those who have smooth-paper ambitions direct their efforts at these less-difficult targets today, tomorrow may find them contributors to the really "big time" magazines.



SERIOUS BOOKS GROWING IN DEMAND

INSIGHT into the present-day trend of book publishing is contained in an interview with Ray Long, formerly editor of *Cosmopolitan*, who now issues books under the imprint of Ray Long and Richard R. Smith. As reported by Florence Ryerson and Colin Clements in the Los Angeles Times *Sunday Magazine*, he said:

"The public has gone in for serious thinking in a really big way. . . . The public at a time like this is more discriminating in its purchases. . . . Stories about flappers seem to be definitely passe; also the gangster yarn. The flapper and gangster lent themselves to amusing or melodramatic treatment, but the stories were almost too easy to do and the market became glutted. Public taste now

requires a treatment which is mental rather than emotional. . . . Sensationalism, violence, and sex, when handled without delicacy, no longer intrigue the American public, whereas studies of human life, especially those containing historical and biographical material, are increasing in popularity. In other words, the modern reader is interested in what a human being (the writer) thinks of other human beings. . . .

"What a writer must have is a knowledge of life. It is so necessary, so supremely important, that it frequently overshadows all else. It explains why, from time to time, some new and vigorous personality breaks out from the ranks of youth and, almost overnight, storms the literary ramparts."

SURVEY OF REPRESENTATIVE ARTICLE MARKETS

Article Schedules, Manuscript Receipts, Staff-Written Material, Rates, Trends, and Special Wants of Thirty-one Magazines in Diverse Fields.

Publication	Field	Articles to be published first half 1932, compared with same period 1931	Number of Submitted Articles	Payment Rates	Staff-Written Material	Type of Article Material	"Difficult to Get"
College Humor	Gen.	25% Increase	25% Less	33 1/3% Less	Increase	More Controversial Material	"Good Humorous Material and College Novels"
The Forum	Gen.	Same	Increase	10% Less	"Very Small Proportion"	Controversial, No Change	Articles Appealing Definitely to Women
Grit	Gen.	Same	Fewer	Same	25% Increase	No Change	Odd, Strange and Curious Photos, and 100 to 250-Word Stories for Them. Good Short Fiction, 1500 to 5000 Words
McLean's Magazine	Gen.	Slight Reduction	"Greater"	10% Less	Very Little	Shorter	Humor and Short Articles With a Strong Woman's Interest
North American Review	Gen.	Same	Increase	Minimum Rate, Same; Exceptions, Fewer	No Increase	More Attention to Economic and International Affairs	"Desirable Fiction—Intelligent Stories With Some Element of the Unusual in Characterization, Setting, Plot or Writing—and Especially Literary Merit"
Scribner's Magazine	Gen.	Somewhat Less	"50% Increase Since 1929"	No Change	"Almost None"	Very Little Change	
World's Work	Gen.	Slightly Less	About the Same	20% Less	Increasing	Now Aimed Directly at Business Man	"Well-Written, Interesting, Lively, in Places Amusing, but Withal Sound Business Articles"
Good Housekeeping	Wom.	About the Same	"Considerably Larger"	10% Less	No Increase	Unchanged	"Really Good Fiction—Especially Young Love"
Ladies' Home Journal	Wom.	"Probably More"	"Vastly More"		No Increase		"Really Good Fiction"
The American Home	Home	About the Same	10% Increase	No Change	Less	No Change	Fresh Viewpoints on Household Problems
Comfort	Home	Fewer	"Heavier than ever before"				
The Country Home	Home	Same	Slight Increase	No Change	About the Same	No Change	"Good Farm Stories That Are New, Different and Are Fitted to Our Needs"
The Farmer's Wife	Home	Space 10% to 15% less; More but Shorter Articles	10% Increase	No Change	Increase		"Good Fiction of Rural Life, Good Humor or Fiction, Good Short-Stories of 4000 Words"

House and Garden	Home	Same	Increase	No Change	Increasing	"In General, No Change"	
Household Magazine	Home	Somewhat Less	40% More	No Change		No Change	"Specialized Articles From Experts Almost Too Busy to Write"
The Parents' Magazine	Home	About the Same	Increase	Same		No Change	"Trust Company Methods-of State Administration and Internal Operation"
Burroughs Clearing House	Bus.	30% Less	50% higher	10% Less		No Change	"Actual Experience Stories on Retailing, Authoritative and Well Written"
Furniture Record	Bus.	25% Less	15% Less		Increasing	Shorter, Better Illustration	
Nation's Business	Bus.	33 1/3% Less	Fewer	Somewhat Less	Increase	Briefer, More Timely	
The Nation	Crit.	About the Same	Possibly More	No Change	Increase	No Change	"Off" Articles of Literary Merit
Christian Science Monitor	News	About the Same	Fewer	No Change	"Marked Increase"	"Shorter Material, More Brightly Written"	"Material Written Briefly, Comprehensively and Yet Interestingly"
David C. Cook Publishing Co.	Rel. Juv.	Practically the Same	Increase	Average Rate Increased	About the Same	No Change	"Articles Which Take Up One Definite, Concrete Topic, Problem, or Situation, and Develop That Theme Adequately"
American Motorist	Spec.	Same	More	No Change	Increase	No Change	
Our Dumb Animals	Spec.	About the Same	More	Slight Average Increase	Decreasing	No Change	Very Short Informative Articles or Compelling Anecdotes
Travel	Travel	About the Same	Considerable Increase	No Change	No Increase	Photo Standards More Exact	"(a) Well Written General Travel Articles of All Kinds. (b) Interesting, Fresh Points of View on Familiar Places Already Frequently Described"
American Farming	Agric.	About the Same	More	No Change	Increase	More Material for Women Readers	
Breeders' Gazette	Agric.	About the Same	About the Same	No Change	Increasing	"Shorter Articles and More Interpretative"	
Bureau Farmer	Agric.	75% Less	About the Same	No Purchases	100% Increase		
The Country Gentleman	Agric.		"More amateur Offerings"	"Some reductions"	Increase	"Shorter, Better, Newsier."	
The Farmer	Agric.	50% Less (Change from Weekly to Bi-Monthly)	Increase	No Change	Increase	No Change	
The Farm Journal	Agric.	15% Less	About the Same	No Change	No Change	No Change	"Short Humor Features of the Right Type Are Very Rare"

How a Playwright Builds Drama

BY MADELEINE MATZEN



Madeleine Matzen

IN this day of sensational murders, gangsters, world politics and tabloids, the world, in general, refuses to be entertained or amused by anything that is not mainly drama or melodrama. But these two are so closely associated that we may safely lump them both together and just say "drama." And we can sum it all up by saying that the great American public is "drama-minded."

All amateur playwrights and most professional playwrights find the business of keeping the dramatic conflict constantly before them and the objective always in view a difficult matter. Owing to the rapid exits and entrances of various minor characters, one member of the dramatic triad is apt to be left high and dry, sans lines and business, or carried outside the stage setting with no reasonable excuse for bringing him, or her, back into the scene. This inability to handle the characters in a play deftly leaves a drama with "holes" in it, or dull gaps in the action, or incoherent continuity of lines.

The dramatic triad, of course, consists of the hero, heroine and antagonist. Drama results from building up a line of conflict between either the hero or the heroine and the antagonist. The object of the conflict must be plainly and constantly kept in view. The conflict must grow in intensity and emotional pressure until the climax is virtually forced out into the open and the "great scene" of the play takes place before our eyes.

The great trouble with most playwrights who do not "click" is dullness (the result of incoherency) and vast gaps in the action.

How to remedy this? The professional playwright builds for himself a miniature stage on which the characters (enacted by puppets) go through all the mechanics of his play for him, thus revealing any lurking gaps in the action, any dull and drag-

ging lines, any false and unconvincing situations.

I know of one well known and successful playwright who uses three chairs to indicate his triad. Sitting in one chair, he becomes the hero and speaks his lines; sitting in another he becomes the heroine and speaks her lines, and in the third chair he assumes the role of the menace, or antagonist . . . changing from chair to chair for the speeches. But as he nears the climax, I imagine this method would become such a hop, skip, and jump performance that only a Douglas Fairbanks could accomplish it and maintain his mental equilibrium. The miniature stage seems to me to be the most practical method.

How to build a miniature stage? It's very simple. All you need is a thin sheet of cardboard, eighteen by nineteen inches, and shears. Add to these three empty spools. Bend the cardboard in neatly for three inches at each end of the eighteen inch length. These three-inch edges are the wings of your theatre. Cut a doorway of an inch and a half in each wing. And cut a two and a half inch doorway in the center. The floor of your stage is any convenient table. Your dramatic triad consists of the three spools. One young playwright painted his spool-heroine gold, his hero blue ("true blue" I guess), and his spool-antagonist red (which probably was intended to represent danger). Then "on with the play." The spools enter and exit through their cardboard doorway just as they would in real life on the stage. No character is left in lonely and useless isolation for long without the author's being aware of the fact.

Lines become shorter and more to the point when spoken, even if spoken on a miniature stage by painted spools.

One of the most successful methods of teaching playwriting was developed in a certain "workshop" in New England under the guidance of an expert in dramatic technique. In this workshop the students built miniature stages as well as a small stage of their own. Their success was due, in a great measure, to the fact that they literally were "in" the theatre, and thus were able to see their dramatic efforts enacted before their eyes.

While this suggestion may at first seem

childish and more like a clumsy game than like an aid for writing drama, you will find it to be practical, inexpensive and a huge help, perhaps more of a help than reading dozens of books on dramatic technique, for

all the technique in the world will not make a successful dramatist unless aided by practical theatre experience. So get your cardboard, your shears, and your three spools and build yourself a theatre and have your own company of actors at your command.



CAME THE DAWN!

By JACK SMALLEY

Managing Editor, Fawcett Publications, Inc.

BELIEVE it or not, I'm Pollyanna! Which is just my way of stating that first it gets tough, then it gets tougher, then came the dawn, then after the storm the sunshine, then within the 1932 model dark clouds is seen a sterling silver, or at least a spiffy chromium-plated lining job—and all that sort of hooey. But is it hooey? Let's see.

Unsound books and unsound publishers will skid into the railing in 1932 just as they would do in any other year—only a trifle faster. Exhausted writers and slipshod beginners may have harder going than ever, but the skilled yarn-spinner and the beginner who has some genuinely good work to offer will do very well, thank you. And so will the well-established publishers.

Virtually every publishing house has used up its accumulated reserve and is buying fresh, with schedules wide open. What could be sweeter for author or editor?

The new year found Fawcett Publications issuing two more monthly magazines: *Screen Book*, and *The Mechanical Package Magazine*. *Hooey*, published by Popular Magazines, Inc., also appeared. Coupled with this expansion is the assurance of the largest manuscript budget this organization has ever had, a budget that permits it to offer a quarter-million-dollar market. This house will purchase more manuscripts in 1932 than ever before in its years of remarkable growth—and rates paid will continue to be good.

I do not attempt to speak for other publishers, but I think our situation is fairly representative.



CARE OF THE POSTAGE STAMP

By FRED B. MANN

MANY writers not only find it difficult to get money for the purchase of postage stamps, but they also have them sicken on their hands after they have secured them.

In hot weather, especially, the postage stamp loses much of its stamina. While in this weakened condition it will cling for comfort and sympathy to whatever is nearest. If the stamp is in one of the little books issued by the Government, it adheres tenaciously, given sudden strength by delirium, to the waxed paper. If in a sheaf with its brothers it clings to them or grasps anything else handy. In any of these situations it becomes unfit for work.

I have discovered a wonderful system for keeping the postage stamp in good health and ready for work. I kennel it in the icebox. There, its vitality maintained, the stamp does not cling for

support, comfort or sympathy while waiting for its call to duty. Thus, when called upon, it has an ambition eagerly to embrace any envelope to which it is attached.

That is not all. When licked, the stamp leaves a pleasant flavor upon the tongue instead of the usual gluey taste. Any fruit flavor may be secured on the stamp by putting that variety of fruit in the icebox. I know a poet who subsisted for a week by placing an apple in his icebox, along with some postage stamps, and then going there for a lick or two on a stamp whenever he felt hungry. And at the end of the week he still had the apple. The stamps, it must be admitted, were in rather a weakened condition afterward, but the poet had lived. And everyone knows that a poet to be able to write good poetry must have lived.

The Author &
Journalist's

Fiction Marketing Chart

Published
Semi-Annually

MARCH, 1932

Listing Primary and Secondary Markets for Various Types of Fiction

Length requirements and other details should be ascertained by referring to the Quarterly Handy Market List published in this issue. The Secondary Markets column does not indicate that all stories of type indicated for the primary group would be acceptable, but simply that there is some overlapping which suggests possibilities. In several cases the secondary markets are not in the open market for material, though falling under the classification indicated.

I—QUALITY GROUP

Stories of Distinction and High Literary Merit. Plot Subordinate to Character. Realistic, psychological, subtle, interpretive. Primary appeal to the intellect.

Primary or Probable Markets	Secondary or Possible Markets
American Mercury	American Autopsy
Atlantic Monthly	Bookman
Forum	North American Review
Harper's	Virginia Quarterly Review
Scribner's	Westminster Magazine
	General Popular Magazines
	Women's Magazines, group a

II—GENERAL POPULAR MAGAZINES

Dramatic stories of Adventure, Achievement, Conflict, Romance, Humor, Social Problems. Plot and characters skillfully developed.

Primary	Secondary
American	Abbott's Magazine
Canadian Magazine	American Hebrew
College Humor	Blade and Ledger
College Life	B'nai B'rith
Collier's	Bridge Magazine
Columbia	Menorah Journal
Cosmopolitan	Movie Romances
Country Gentleman	Outdoor America
Country Home	Photoplay
Elks	Popularity Magazine
Liberty	Rotarian
MacLean's	Action, Pulp-paper Magazines
Physical Culture	Women's and Household Magazines
Redbook	Religious Magazines
Saturday Evening Post	

III—WOMEN'S AND HOUSEHOLD MAGAZINES

a—Love, domestic or social problems. Plot and characters skillfully developed. Crisp, modern style. Sophisticated on surface; "Love's Sweet Dream" at core.

Primary	Secondary
Canadian Home Journal	Harper's Bazar
Delineator	Vanity Fair
Good Housekeeping	Vogue
Household Magazine	Group b
Ladies' Home Journal	General popular magazines.
Metropolitan Home Journal	
McCall's	
Pictorial Review	
Women's Home Companion	

b—More restricted in theme and style. Unsophisticated, glamorous, emotional.

Chatelaine	Parents' Magazine
Farmer's Wife	Groups a, c and d.
Holland's	Farm Magazines
Home Friend	Religious Magazines
Home Magazine	Love Story Group
Mother's Home Life	
Woman's World	

c—Small town or rural appeal.

American Cookery	Country Gentleman
Comfort	Country Home
Blade and Ledger	Groups b and d
Everyday Life	Farm Magazines
Family Herald and Weekly Star	Religious Magazines
Gentlewoman	
Good Stories	
Grit	
Home Circle	
Home Friend	
Homemaker	
Household Guest	
Western Home Monthly	

IV—ACTION AND PULP-PAPER MAGAZINES—
MALE INTEREST

Plot, vigorous physical action and drama essential.

a—Adventure and action of all types, Western, air, war, sea, detective, crime, sport, etc.

Primary	Secondary
Ace High	General Popular Magazines
Ace High Novels	Boys' Magazines
Action Novels	Blade and Ledger
Action Stories	Grit
Adventure	Star Novels
Argosy	Thrilling Adventures
Blue Book	
Complete Adventure Novelettes	
Five Novels Monthly	
Popular Complete Stories	
Popular Fiction	
Short Stories	
Top Notch	

b—Air Stories

Air Stories	Groups a and d
Daredevil Aces	Boys' Magazines
Sky Birds	U. S. Air Services

c—Detective, Crime, Mystery, Gangster Fiction.

All-Star Detective Stories	Group a
Black Aces	General Magazines
Black Mask	Women's Magazines
Clues	Thrilling Detective
Complete Detective Novel	
Complete Gang Novel	
Complete Mystery Novelettes	
Detective Dragnet	
Detective Fiction Weekly	
Detective Story	
Dime Detective Magazine	
Gangland Stories	
Gangster Stories	
Gang World	
Gun Molls	
Headquarters Stories	
"I Confess"	
Illustrated Detective Magazine	
Master Detective (true)	
Racketeer Stories	
Real Detective	
Shadow Detective Monthly	
Startling Detective Adventures (true).	
True Detective Mysteries (true)	
Underworld	

d—War and Air-war.

Aces	American Legion Monthly
Battle Aces	Foreign Service
Battle Stories	Stars and Stripes
Flying Aces	U. S. Air Services
Our Army	Groups a and b
Sky Birds	General Magazines
War Aces	
War Birds	
War Stories	
Wings	

e—Western Fiction.

All-Western	Western Adventures
Black Mask	Love-Story Western Maga- zines
Cowboy Stories	Group a
Frontier Stories	General Magazines
Lariat Story	
North-West Stories	
Outlaws of the West	
Triple-X Western	
West	
Western Rangers	
Western Story	
Wild West Stories and Complete Novel Magazine	
Wild West Weekly	

Secondary or
Possible MarketsPrimary or
Probable Markets

f—Scientific and Pseudo-scientific Fiction

Argosy	Group a
Astounding Stories	General Magazines
Amazing Stories	
Science Fiction	
Time Traveller	
Weird Tales	
Wonder Stories	

g—Miscellaneous (types indicated by title).

College Stories	Group a
Fight Stories	
Front Page Stories	
New York Stories	
Oriental Stories	
Railroad Stories	
Speed Stories	
Sport Story	

V—LOVE STORY—PULP PAPER AND ALL FICTION

a—Romantic love, glamorous, emotional, melodramatic

Primary	Secondary
All Story	Woman's Magazines
Illustrated Love Magazine	Five Novels Monthly
Love Mirror	Thrilling Love Magazine
Love Romances	Confession Magazines
Love Story	
Sweetheart Stories	

b—Love-stories with Western background.

Complete Western Love Novelettes	
Far West Romances	Male Interest Western and
Ranch Romances	Adventure Magazines
Rangeland Love Story	Women's Magazines
Western Love Stories	
Western Romances	
Western Trails	

c—Love stories with motion picture background

Modern Screen Magazine	General and Women's
Movie Romances	Magazines
New Movie Magazine	Hollywood Nights

VI—SOPHISTICATED AND SOCIETY MAGAZINES

Primary	Secondary
Chicagoan	Life
Game & Gossip	Quality Group
Harper's Bazar	Women's Magazines
Houston Gargoyle	
Mayfair	
New Yorker	
Spur	
Tattler & American Sketch	
Vanity Fair	
Vogue	

VII—SEX AND RISQUE MAGAZINES

Primary	Secondary
Breezy Stories	Confession magazines
Broadway Nights	
Gay Parisienne	
Ginger Stories	
Hollywood Nights	
La Paree	
Paris Frolics	
Paris Nights	
Pep Stories	
Snappy Magazine	
Spicy Stories	
10 Story Book	
Young's	

VIII—CONFESSION MAGAZINES

First-person stories usually dealing with romantic and sex problems.

Primary	Secondary
Dream World	Sex Magazines
Modern Romances	Love-Story Magazines
Real Love Magazine	Women's Magazines
Rexall Magazine	General Magazines
True Confessions	
True Experiences	
True Romances	
True Story	

IX—BUSINESS FICTION

Primary	Secondary
American	General Magazines
Extra Money	
Independent Salesman	
Opportunity	
Saturday Evening Post	
Specialty Salesman	

X—TABLOID OR SHORT SHORT-STORIES

Stories under limits of 1000 to 1500 words, miscellaneous types.

Primary	Secondary
Adult Bible Class Monthly	Magazines of All Classes
American Cookery	
American Farming	
American Hebrew	
Anchor, The	
Atlantica	
Blade and Ledger	
Broadway Nights	
Chicagoan	
Christian Endeavor World	
Christian Herald	
Collier's	Primary (Continued)
Comfort	New York Daily News
Cosmopolitan	New Yorker
D. A. C. News	Opinion
Elks	Paris Nights
Everyday Life	Pennac
Grit	Photoplay
Home Digest	Playgoer
Home Magazine	Presbyterian Advance
Household Magazine	Redbook
Illustrated Love Magazine	Real Detective
Judge	Rotarian
Liberty	Snappy Magazine
Life	Tattler & American Sketch
Living Church	10 Story Book
Miraculous Medal	Union Signal
My Self Magazine	Vanity Fair

XI—RELIGIOUS FICTION

Primary	Secondary
Adult Bible Class Monthly	General, Women's, and
Anchor, The	Quality
Ave Maria	Magazines
Canadian Messenger	
Catholic World	
Christian Endeavor World	
Christian Herald	
Congregationalist	
Improvement Era	
Grail	
Living Church	
Lookout	
Magnificat	
Miraculous Medal	
Presbyterian Advance	
Union Signal	
Unity	
Youth	
Juveniles, religious type	

XII—SUPERNATURAL FICTION

Primary	Secondary
My Self Magazine	Occult Digest
Strange Tales	General Magazines
Weird Tales	

JUVENILE FICTION MARKETING CHART

Consult Handy Market List for length requirements and other details. In general, short-story limits are 1000 to 4000 words for older classifications, 1000 to 2500 for junior ages, 300 to 1200 for tiny tots.

GENERAL PUBLICATIONS

OLDER AGE

(Boy)

American Boy
American Newspaper Boy
Boys' Life
Junior Safety Patrol
Open Road for Boys
Ropeco

(Girl)

American Girl
Everygirl's

(Boy and Girl)

St. Nicholas

YOUNGER AGE

(Boy and Girl)

Child Life
Children's Playtime
Every Child's Magazine
John Martin's Book
Junior Home Magazine
Kindergarten Primary Mag.
Play Mate

RELIGIOUS PUBLICATIONS

TINY TOT (4 to 9)

(Boy and Girl)

Cradle Roll Home
Dew Drops
Little Folks, The
Mayflower
Our Little Folks
Picture Story Paper
Picture World
Stories
Storyland
Storytime
Story World
Wee Wisdom

JUNIOR (9 to 12)

(Boy and Girl)

Boys and Girls
Boys' and Girls' Comrade
Junior Christian Endeavor
World
Junior Joys
Junior Life
Junior Weekly
Junior World (Phil.)
Junior World (St. Louis)
What To Do

INTERMEDIATE (12 to 18)

(Boy)

Boys' Comrade
Boy Life
Boys' World
Haversack
Northern Messenger
Pioneer
Target
Youth's World

(Girl)

Girlhood Days
Girls' Circle
Girls' Companion
Girls' World
Queens' Gardens
Torchbearer

(Boy and Girl)

Boys' and Girls' Comrade
Christian Youth
Friend
Intermediate Weekly
Lutheran Boys and Girls
Olive Leaf
Portal
Young Crusader
Young Israel
Young People, The
Youth's Comrade

SENIOR AGE (16 on)

(Boy and Girl)

Challenge
Classmate
Epworth Herald
Epworth Highroad
Forward
Front Rank
Lutheran Young Folks
Onward
Watchword
Wellspring
Young People
Young People's Friend
Young People's Paper
Young People's Weekly
Youth

GENERAL PERIODICALS

(Using limited amount of juvenile material.)

Christian Science Monitor
Grade Teacher
Grit
The Instructor
Women's, Farm, Educational, and Religious Magazines

THE AUTHOR & JOURNALIST'S LITERARY MARKET TIPS

GATHERED MONTHLY FROM AUTHORITATIVE SOURCES

Inside Stuff, 154 Nassau Street, New York, is a new weekly magazine published by the Romark Publishing Company. George A. Rosette is president; E. S. Hainmark, vice-president and executive editor; Meyer Solmson, news editor. News and photos appropriate to its subtitle, "The News Behind the News," will be handled. The magazine prefers well-known correspondents, but will buy from any sources if the material is verified and authentic. More correspondents will be added to its already organized staff throughout the country. Those interested should write for information. Payment will be at column rates.

All-Story, 280 Broadway, New York, makes this statement: "Right at present we want only simple, straightforward *dramatic* material, in which the characters live and feel intensely. It may be life for events to move along at a moderate tempo, but *All-Story* readers demand drama, and drama from the girl's viewpoint, never the man's. Payment is at good rates on acceptance.

Weird Tales, 840 N. Michigan Avenue, Chicago, "is in need of some good weird-scientific stories of less than 10,000 words," writes Farnsworth Wright, editor. "These may be interplanetary stories of the fourth dimension, and stories of the new science of today. We pay 1 cent a word on publication."

Jack Smalley, managing editor of Fawcett Publications, 529 S. Seventh Street, Minneapolis, Minn., sends this note: "Writers who aim at the Fawcett books are assured of the fastest action possible, speedy decisions and checks on acceptance, with entire deal closed within ten days of the receipt of the manuscript. This being the case, hundreds of writers make this their primary market and submit their best work to Fawcett books first. *The Mechanical Package Magazine* and *Modern Mechanics and Inventions* provide a steady market for writers experienced in meeting their requirements. The demand for material will be consistent throughout the year. The rates are liberal. *True Confessions* is looking for a score of new writers and more work from old contributors. It is one of the most wide-open markets of the day without a single manuscript in reserve—and the rate is 2 cents. Don't miss this opportunity. Give up aiming at occasional markets and find a steady one here—where you can cash your check ten days after mailing an acceptable story. *Startling Detective Adventures*, published by Country Press, Inc., is also a wide-open 2-cent market with additional cash for photographs in connection with true crime mystery stories. Writers are needed in every state to cover crime cases.

(Continued on Page 32)

THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

FOR LITERARY WORKERS ♦ ♦ PUBLISHED QUARTERLY

MARCH, 1932

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. Only a few obvious abbreviations are employed; M-20 means monthly, 20 cents a copy; 2M-10, twice monthly, 10 cents a copy; W-15, weekly, 15 cents; Q, quarterly, etc. Numbers indicate preferred word limits. Acc. indicates payment on or reasonably soon after acceptance; Pub., payment on or after publication. First-class rates, around 5 cents a word; good rates, an average around 1 cent or better; fair rates, around ½ cent; low rates, under ½ cent. Ind. indicates indefinite rates. Inc. indicates that our data on payment is incomplete. Editor's name is given in most cases.

LIST A

General periodicals, standard, literary, household, popular and non-technical, which ordinarily pay on acceptance at rates of about 1 cent a word or better.

- Aces**, 220 E. 42d St., New York. (M-20) War-air novel-ettes on Western front 12,000 to 30,000; verse. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.
- Acc-High**, 155 E. 44th St., New York. (M-20) Western adventure, sport, short-stories 3500 to 6500, novelettes 25,000, 4-part serials 40,000. W. M. Clayton; H. A. McComas. 2c up, Acc.
- Acc High Novels**, 155 E. 44th St., New York. (M-20) Western, Northern, action novelettes 30,000 to 35,000; North American setting, American hero, modern times, slight woman interest. H. A. McComas. Good rates, Acc.
- Action Novels**, 220 E. 42d St., New York. (Bi-M-20) Western, adventure novelettes 10,000, novels 20,000 to 30,000, American hero. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.
- Action Stories**, 220 E. 42d St., New York. (M-20) Western and adventure short-stories 4000 to 6000, novelettes 10,000 to 12,000; verse. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.
- Adventure**, 161 6th Ave., New York. (2M-25) Adventure, Western, sea, foreign short-stories 3000 to 15,000, novelettes 15,000 to 40,000, serials 50,000 to 100,000; fillers up to 2000, adventure articles, verse. A. A. Proctor. 2c up, verse \$1 line, fillers \$10 up, Acc.
- Air Stories**, 220 E. 42d St., New York. (M-20) Aviation short-stories 4000 to 6000, novelettes 10,000 to 12,000, 3-part serials 45,000, complete novels 20,000 to 30,000. J. B. Kelly. John F. Byrne, Mng. Ed. 1c up, Acc.
- All Star Detective Stories**, 155 E. 44th St., New York. (Bi-M-20) Fast action detective short-stories 3000 to 6000; novelettes 10,000 to 15,000. Carl Happel. 2c up, Acc.
- All-Story**, 280 Broadway, New York. (2M-15) Melodramatic, thrilling love short-stories, heroine's viewpoint, 4000 to 7000, novelettes up to 12,000, serials up to 40,000; rhymed verse up to page length. Amita Fairgrieve. Good rates, Acc.
- All Western**, 100 5th Ave., New York. (M-10) "Different," authentic Western short-stories 5000, novelettes 10,000, novels 20,000. Features, special articles on West, photos. No love interest. C. W. Mowre. Good rates, Acc.
- American Magazine**, The, 250 Park Ave., New York. (M-25) Short-stories 3500 to 5000, serials 45,000 to 60,000, illustrated personality sketches, 1000 to 1500, human-interest articles, dramatic stories of achievement 3500 to 5000. Summer N. Blossom. First-class rates, Acc.
- American Mercury**, The, 730 5th Ave., New York. (M-50) Sophisticated reviews, comment, essays; serious and political articles, short-stories, sketches, verse; high literary standard. H. L. Mencken. Good rates, Acc.
- Argosy**, 280 Broadway, New York. (W-10) Action fiction, all types except love or feminine lead, short-stories 1000 to 7000, novelettes 10,000 to 20,000, serials up to 60,000 (installments of 10,000), prose fillers 100 to 400. Don W. Moore. 1½c up, Acc.
- ASTOUNDING Stories**, 155 E. 44th St., New York. (M-20) Fantastic, pseudo-scientific short-stories up to 9000, novelettes 20,000 to 30,000, 3 or 4-part serials 40,000 to 60,000. Love interest permitted. Harry Bates. 2c up, Acc.
- Atlantic Monthly**, 8 Arlington St., Boston. (M-40) Essays, human-interest articles; sketches, short-stories, verse; high literary standard. Ellery Sedgwick. Good rates, Acc.
- Battle Aces**, 205 E. 42d St., New York. (M-20) Air-war short-stories 5000 to 10,000, novelettes up to 15,000. Harry Steeger. 1c up, Acc.
- Battle Stories**, 529 S. 7th St., Minneapolis, Minn. (Bi-M-25) War short-stories up to 5000, novelettes 12,000 to 15,000, serials 40,000 to 60,000, installments of 15,000, ballad verse up to 32 lines. True first-person front-line experience stories. Capt. Roscoe Fawcett, Jack Smalley. 1½c up, poetry 25c line, Acc.
- Black Aces**, 220 E. 42d St., New York. (M-20) Lone wolf, gentleman-adventurer short-stories 6000, novelettes 10,000 to 13,000, modern settings. J. F. Byrne. Good rates, Acc.
- Black Mask**, 578 Madison Ave., New York. (M-20) Detective, Western, border, adventure short-stories 4000 to 6000, novelettes up to 15,000. Joseph T. Shaw. Good rates, Acc.
- Blade and Ledger**, 510 N. Dearborn St., Chicago. (M25) Romantic, adventure short-stories, small-town background, 1000 to 3500. Wm. Fleming French. 1¼ to 5c, Acc. (Over-stocked.)
- Blue Book**, 230 Park Ave., New York. (M-25) Western, mystery, adventure, short-stories, novelettes. True-experience prize contests. Donald Kennicott. 2c up, Acc.
- Breezy Stories**, 1071 6th Ave., New York. (M-20) Sex short-stories, 2500 to 6000, novelettes 12,000 to 15,000; light verse. Cashel Pomerey. 1c, verse 25c line, Acc.
- Calgary Eye-Opener**, 602 McKee Bldg., Minneapolis. (M-25) Brief humorous, dramatic, risqué material. E. A. Sumner. Gags, jokes, epigrams up to 150, \$1; verse up to 48 lines, 10 to 25c line; cartoons \$2 up, Acc.
- Canadian Home Journal**, 71 Richmond St., W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials, articles of interest to Canadian women up to 2500. W. Dawson. Good rates, Acc.
- Chatelaine**, The, 143 University Ave., Toronto, Ont., Canada. (M-10) Articles of Canadian woman interest up to 2000, short-stories 3500 to 5000, 2 to 4-part serials. Byrne Hope Sanders. 1c up, Acc.
- Clues**, 155 E. 44th St., New York. (M-20) Detective, crime short-stories 3000 to 6000, novelettes 20,000 to 30,000, serials 40,000 to 60,000. W. M. Clayton, Carl Happel. 2c up, Acc.
- College Humor**, 1050 N. La Salle St., Chicago. (M-35) Youthful modern short-stories up to 8000, novelettes, serials, general and sport articles, college-interest; sketches, jokes, humorous essays; gay verse, epigrams, art work. H. N. Swanson. First-class rates, jokes \$1, verse 50c line, Acc.
- College Life**, 570 7th Ave., New York. (M-25) Swift-moving, realistic short-stories, collegiate background, sex interest, 3000 to 6000; novelettes 9000, short-stories 1000, collegiate articles 1200, humorous 4 to 6 line verse, jokes, editorials 300. N. L. Pines. 1½c up, verse 10 to 20c line, jokes 35 to 50c, Acc.
- College Stories**, 79 7th Ave., New York. (M-20) Collegiate short-stories, novelettes. Good rates, Acc.
- Collier's**, 250 Park Ave., New York. (M-5) Short-stories up to 5000, serials up to 60,000; articles on popular questions of the day 3500 to 5000, editorials, short short-stories. Wm. L. Chenery. First-class rates, Acc.

Columbia, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500 to 3500; action short-stories 5000, verse. John Donahue. 1 to 3c, Acc.

Comfort, Augusta, Me. (M-5) Short-stories 1000, articles of family interest. V. V. Detwiler. 1 to 3c, Acc.

Complete Detective Novel Magazine, 350 Hudson St., New York. (M-25) Detective short-stories 1000 to 8000, novels 40,000 to 75,000, true tales of detective work 1000 to 2500. 1c, Acc.

Complete (Western Love, Mystery, Adventure) Novell-ettes, 155 E. 44th St., New York. (M-20) Alternates the three titles, using material of types indicated. John Burr. Good rates, Acc.

Cosmopolitan, 959 8th Ave., New York. (M-25) Short-stories 3000 to 6000; short-shorts 1000 to 1500; articles of national import. 2000 to 4000. Stocked up on serials. Harry Payne Burton. First-class rates, Acc.

Country Gentlemen, The, Independence Sq., Philadelphia. (M-5) Short-stories, serials, articles of interest to rural readers; humorous sketches, jokes, agricultural and household articles. Miscellany for boys' and girls' depts. Philip S. Rose. First-class rates, Acc.

Cowboy Stories, 155 E. 44th St., New York. (M-20) Cowboy, rangeland short-stories 3000 to 6000, novelettes 25,000, 2-part stories 14,000 to 18,000. W. M. Clayton; H. A. McComas. 2c, Acc.

D. A. C. News, Detroit Athletic Club, Detroit, Mich. (M-25) Humorous sketches up to 1500, verse. Chas. A. Hughes. First-class rates, Acc.

Daredevil Aces, 205 E. 42d St., New York. (M) Thrilling air fiction. Harry Steeger. Good rates, Acc.

Delineator, 161 6th Ave., New York. (M-10) Dramatic, human short-stories 5000, serials, articles. Oscar Graeve. First-class rates, Acc.

Detective Fiction Weekly, 280 Broadway, New York. (W-10) Detective, crime, underworld, mystery short-stories, novelettes, serials. Fact stories of murder mysteries. Howard V. Bloomfield. 1½c up, Acc.

Detective Story Magazine, 79 7th Ave., New York. (W-15) Swift-moving action detective short-stories 2500 to 5000, novelettes 10,000 to 30,000, serials up to 80,000, 12,000 word installments, articles on crime, etc., 300 to 2500. F. E. Blackwell; Dorothy C. Hubbard, associate. Good rates, Acc.

Dime Detective Magazine, 205 E. 42d St., New York. (M-10) Mystery and action short-stories 5000, novelettes 10,000 to 15,000. Harry Steeger. 1c up, Acc.

Dream World, 1926 Broadway, New York. (M-15) First person confession type short-stories 5000, serials 25,000 to 50,000, verse, of love and romance. Helen J. Day. 2c, verse 50c line, Acc.

Elks Magazine, 50 E. 42d St., New York. (M-20) Articles, short-stories up to 5000, serials up to 50,000. Short short-stories. Joseph T. Fanning; Bruce McClure, Mng. Ed. First-class rates, Acc.

Farmer's Wife, 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; short-stories, short serials, verse. F. W. Beckman, Mng. Ed. 1c up, Acc. (Overstocked.)

Far West Romances, 79 7th Ave., New York. (M-15) Western love short-stories 5000 to 6000, novelettes 15,000 to 25,000, serials 36,000 to 80,000, installments of 12,000. Dorothy C. Hubbard. Good rates, Acc.

Fight Stories, 220 E. 42d St., New York. (M-20) Action stories of the prize ring, short-stories 3000 to 6000, novelettes 10,000 to 12,000. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.

Film Fun, 100 5th Ave., New York. (M-20) Collegiate jokes, quips, epigrams up to 300, humorous verse. Lester Grady. Short text 3c word up; verse 50c up line; jokes, quips \$1.50 to \$3, Acc.

Five Novels Monthly, 155 E. 44th St., New York. (M-25) Western, adventure, sport, mystery, romantic novels 25,000, strong love interest essential. W. M. Clayton; John Burr. 2c up, Acc.

Foreign Service, Memorial Bldg., Kansas City, Mo. (M) Short-stories, articles of interest to overseas men up to 2500. Illustrations. Barney Yanofsky. 2c up, Acc.

Forum, 441 Lexington Ave., New York. (M-25) Controversial articles, essays, "first" short-stories 2000 to 3000, serials. Henry Goddard Leach. Good rates, Acc.

Frontier Stories, 220 E. 42d St., New York. (M-20) Old West short-stories 4000 to 6000, novelettes 10,000 to 12,000, novels 20,000 to 30,000; Old West fact articles, verse. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.

Gang World, 205 E. 42d St., New York. (M) Underworld, crime short-stories 3000 to 10,000, novelettes up to 15,000, feature articles with photos. Harry Steeger. 1c up, Acc.

Good Housekeeping, 56th St. and 8th Ave., New York. (M-25) Young love short-stories up to 6000, serials, verse 3 to 4 stanzas. Overstocked on articles. W. F. Bigelow. First-class rates, Acc.

Harper's Bazaar, 572 Madison Ave., New York. (M-50) Light, humorous articles on social phases. Does not encourage contributions. Arthur H. Samuels. Good rates, Acc.

Harper's Magazine, 49 E. 33d St., New York. (M-40) Human interest articles, essays, short-stories 4000 to 7000, serials up to 60,000, verse, high literary standard. Lee F. Hartman. First-class rates, Acc.

Holland's, The Magazine of the South, Main and Race Sts., Dallas, Texas. (M-10) Articles of interest to South 2500 to 3000, short-stories 4000 to 6000, serials 30,000 to 80,000; verse up to 24 lines, children's stories. F. P. Holland. 1½c up, photos \$2 up, Acc.

Home Magazine, The, 55 5th Ave., New York. (M-10) Domestic and love short-stories 1000 to 2000, home service articles 1500, first-person true life dramas. 3c, Acc.

Hokey, Sexton Bldg., Minneapolis, Minn. (M-15) Sophisticated cartoons, parody advertisements, ideas for cartoons. Jack Smalley. Good rates, Acc.

Household Magazine, 8th and Jackson Sts., Topeka, Kan. (M-10) Household and general articles, short-stories under 1000, also 2500 to 5000, serials 30,000 to 50,000, verse usually under 20 lines, hints. Nelson Antrim Crawford. 2c up, verse 50c line, Acc.

"I Confess," 100 5th Ave., New York. (M-10) True illustrated love crime stories. Submit synopsis first. Jean Boord. 1 to 2c, Acc.

Illustrated Detective Magazine, 55 5th Ave., New York. (M-10) Detective novelettes 12,000, short-stories 1500 to 3000; strong love interest desirable, short crime stories with photos. 3c, Acc.

Illustrated Love Magazine, 55 5th Ave., New York. (M-10) Love short-stories up to 4000, serials 25,000 to 30,000, articles on love and social problems of young people. Elsie K. Frank. 3c up, Acc.

Ladies' Home Journal, Independence Sq., Philadelphia. (M-10) Articles 750 to 5000; short-stories 1500 to 7000, serials, short lyric or humorous verse. Loring A. Schuler. First-class rates, Acc.

Lariat Story Magazine, The, 220 E. 42d St., New York. (M-20) Cowboy short-stories 4000 to 6000, novels 30,000, serials 30,000 to 45,000, verse. J. B. Kelly. 1c up, Acc.

Liberty, 1926 Broadway, New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000 to 5000, timely human-interest articles. Wm. Maurice Flynn. First-class rates, Acc. Short-shorts under 2000, \$100 to \$500 each.

Life, 60 E. 42d St., New York. (M-15) Humor in verse, skits, epigrams, sketches. Short short-stories up to 1500. F. B. Mallory. First-class rates, jokes up to \$5, Acc.

Love Mirror, 8 W. 40th St., New York. (M-10) Emotional love short-stories 3500 to 10,000, novelettes 20,000 to 30,000, love adventures or semi-confessional. Hope Hale. Good rates, Acc.

Love Romances, 220 E. 42d St., New York. (M-20) Strongly plotted, human love stories 3000 to 6000, novelettes 10,000 to 12,000, novels 30,000, 3-part serials 30,000 to 45,000; no first-person stories. Harriet A. Bradfield. 1c up, Acc.

Love Story Magazine, 79 7th Ave., New York. (W-15) Thoroughly modern love short-stories 3500 to 5000, novelettes 10,000; 2 to 4-part serials, installments of 12,000; verse up to 16 lines. Miss Daisy Bacon. 1c up, Acc.

MacLean's Magazine, 143 University Ave., Toronto, Ont., Canada. (2-M-10) Articles on Canadian subjects, short-stories up to 5000, serials 30,000 to 65,000. H. Napier Moore. 1c up, Acc.

Master Detective, The, 1926 Broadway, New York. (M-15) True detective and crime stories, outstanding cases, illustrated by photos, with official by-line. Bert Bowden. 2c, extra for photos, Acc.

McCall's Magazine, 230 Park Ave., New York. (M-10) General and household interests; short-stories 2500 to 7000, serials. Otis L. Wiese. First-class rates, Acc.

Modern Romances, 100 5th Ave., New York. (M-10) Confession, first-person, emotional but not sexy short-stories 2000 to 6000; novelettes and serials by order. Lyon Mearson. 2c, Acc.

National Geographic Magazine, 1156 16th St., N. W., Washington, D. C. (M-50) Authoritative illustrated, usually on assignment, travel articles. Gilbert Grosvenor. First-class rates, Acc.

New Yorker, The, 25 W. 45th St., New York. (W-15) Humorous, satirical articles, sketches up to 2000; clever verse, fillers. Good rates, Acc.

North West Stories, 220 E. 42d St., New York. (M-20) Snow country, rangeland fast-moving action short-stories up to 6000, novelettes 20,000 to 30,000, 3-part serials 30,000 to 45,000, verse. Sympathetic element required. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.

Pennac, The, Rittenhouse Square, Philadelphia. (M-25) Sport articles, storyettes, humor 1000 to 1500. M. A. Kelly. 1½c, photos \$1 up, Acc.

Physical Culture, 1926 Broadway, New York. (M-10) Dramatic, love, problem short-stories, serials. Health articles. Sheppard Butler. 2c, photos \$3 to \$5, Acc.

Pictorial Review, 222 W. 39th St., New York. (M-10) Articles of interest to women 2500 to 3500; action, drama, problem short-stories, novelettes, serials, verse. Percy Waxman. First-class rates. Acc. (Overstocked.)

Popular Complete Stories, 79 7th Ave., New York. (M-15) Western, adventure short-stories, novelettes, novels up to 50,000, verse. Edmund C. Richards. 1½ to 2c, Acc.

Railroad Stories, 280 Broadway, New York. (M-15) Railroad short-stories, novelettes, serials, 1500 to 75,000; railroad verse 24 lines. Sensational true tales 500 to 1500. Freeman H. Hubbard. Good rates, Acc.

Ranch Romances, 155 E. 44th St., New York. (2-M-20) Western love short-stories 4000 to 9000, novelettes 30,000 to 35,000, serials 60,000 to 70,000; fillers up to 500; verse. Fanny Ellsworth. 2c up, verse 25c line, Acc.

Rangeland Love Story Magazine, 155 E. 44th St., New York. (M-20) Western love short-stories 5000 to 10,000, novelettes 30,000 to 35,000, serials 40,000 to 60,000. Verse. Fanny Ellsworth. 2c up, verse 25c line, Acc.

Real Detective, 1050 N. LaSalle St., Chicago. (M-25) True illustrated crime stories 1000 to 25,000; detective-mystery short-stories 1000 to 6000, novelettes 15,000 to 20,000, serials 25,000 to 35,000. Edwin Baird. 1 to 2c, photos \$3, Acc.

Real Love Magazine, 79 7th Ave., New York. (M-15) Confession type first-person love stories. Daisy Bacon. Good rates, Acc.

Redbook, 230 Park Ave., New York. (M-25) Short-stories, serials, feature articles. Edwin Balmer. First-class rates, Acc.

Review of Reviews, 55 5th Ave., New York. (M-35) Articles on politics, economics, national problems, travel. Albert Shaw. 2c up, Acc.

Reall Magazine, The, 43 Leon St., Boston. (M) Confession short-stories 2000 to 3000. Marguerite Wettlin. 1c, Acc.

Rotarian, The, 211 W. Wacker Drive, Chicago. (M-25) Gripping, human-interest articles, essays, short-stories 1500 to 1800, verse. Emerson Gause. First-class rates, Acc.

Saturday Evening Post, The, Independence Sq., Philadelphia. (W-5) Articles on timely topics 4000 to 5000, short-stories 5000 to 7500, serials up to 90,000; humorous verse, skits. Geo. Horace Lorimer. First-class rates, Acc.

Scribner's Magazine, 597 5th Ave., New York. (M-35) Critical and interpretive articles 1000 to 7000; short-stories up to 5000; novelettes 15,000 to 35,000; little verse. Alfred Dashiell, Mng. Ed. Good rates, Acc. (Overstocked.)

Screen Humor, 305 E. 46th St., New York. (M) Jokes, skits. Natalie Messenger. \$1 and up, Acc.

Shadow Detective Monthly, The, 79 7th Ave., New York. (M-10) Vivid, exciting, action crime-detective short-stories 2000 to 5000. 1c, Acc.

Short Stories, Garden City, New York. (2-M-25) Adventure short-stories up to 6000, novelettes 10,000 to 12,000, complete novels 25,000 to 60,000, outdoor fillers 50 to 500. Roy de S. Horn. Good rates, Acc.

Smokehouse Monthly, 529 S. 7th St., Minneapolis, Minn. (M-25) Jokes, wisecracks, cartoon suggestions, epigrams, ballads. W. H. Fawcett. Jokes \$1 to \$5, verse 25c line, Acc.

Snappy Magazine, 570 7th Ave., New York. (M) Short snappy, sexy stories 1000 to 2500, 3-part serials 7500 to 9000. Alexander Samalman. 1c, Acc.

Sport Story Magazine, 79 7th Ave., New York. (2M-15) Competitive sport short-stories up to 6000, novelettes up to 10,000; controversial articles, life stories 2500 to 4000. Good rates, Acc.

Spur, The, 515 Madison Ave., New York. (2M-50) Articles on sport, travel, art, personalities, usually on assignment. H. S. Adams. Good rates, Acc.

Star Novels, Garden City, N. Y. (Q-25) Adventure and mystery novels, usually by arrangement. R. De S. Horne. Good rates, Acc.

Startling Detective Adventures, 529 S. 7th St., Minneapolis, Minn. (M) True detective stories, solved cases, under official by-line 4000, occasionally longer; photos essential. Leonard W. Diegre. 2c, photos \$3 up, Acc.

Strange Tales, 155 E. 44th St., New York. (Bi-M-25) Weird, occult, supernatural fiction. Harry Bates. 2c, Acc.

Sweetheart Stories, 100 5th Ave., New York. (2M-15) Dramatic, poor-girl love short-stories 5000, novelettes 10,000 to 15,000, serials 20,000 to 35,000, verse 4 to 16 lines. Dorothy Grinnell. 1c, verse 25c line, Acc.

Top-Notch Magazine, 79 7th Ave., New York. (2M-15) Western, detective, sport short-stories up to 6000, novelettes 10,000 to 15,000, serials; verse up to 32 lines. Ronald Oliphant. Good rates, Acc.

Triple-X-Western, 529 S. 7th St., Minneapolis, Minn. (Bi-M-20) Western short-stories up to 6000, novelettes 20,000 to 25,000. Capt. Roscoe Fawcett; Jack Smalley. 1½c, Acc.

True Confessions, 529 S. 7th St., Minneapolis, Minn. (M-25) First-person, confession short-stories up to 5000, serials up to 15,000; articles on marriage, divorce; short love poems. Hazel Berge. 2c, verse 25c line, Acc.

True Detective Mysteries, 1926 Broadway, New York. (M-25) True detective, crime stories with actual photos, under official by-line, 2000 to 7000, serials 15,000 to 40,000. John Shuttleworth. 2c, Acc.

True Experiences, 1926 Broadway, New York. (M-25) First-person love, romantic short-stories 5000, serials 25,000 to 50,000. Eleanor Minne. 2c, Acc.

True Romances, 1926 Broadway, New York. (M-25) True, confessional, first-person short-stories 1000 to 8000, true-story serials 30,000 to 60,000. 2c, Acc.

True Story Magazine, 1926 Broadway, New York. (M-25) True, confessional, first-person short-stories 5000, serials 25,000 to 50,000, jokes. L. M. Hainer. 2c, jokes, \$2 up, Acc.

Vanity Fair, 420 Lexington Ave., New York. (M-35) Satirical articles, essays on modern life 500 to 2000; light vers de societe, jokes on social themes. F. W. Crowninshield. 5c up, verse \$1 line, jokes \$5 to \$10, Acc.

Vogue, 420 Lexington Ave., New York. (2M-35) Articles on modes, travel; fashionable life angles, society photos. Edna W. Chase. \$50 to \$150 per article, Acc.

War Aces, 100 5th Ave., New York. (M-20) Air-war action short-stories up to 6000, novelettes up to 14,000, novels up to 25,000; articles on air-war topics 5000, photos. C. W. Mowre. Good rates, Acc.

War Birds, 100 5th Ave., New York. (M-20) Western front air-war short-stories 3000 to 6000, novelettes up to 14,000, novels up to 25,000, feature articles up to 5000; fact items 200. Carson W. Mowre. Good rates, Acc.

War Stories, 100 5th Ave., New York. (M-15) War (all fronts) short-stories 5000 to 6000, novelettes, true war articles, accounts of heroism, with photos, 4000 or 5000. Carson W. Mowre. 1½c up, Acc.

West, Garden City, New York. (2M-20) Western and Northern adventure short-stories 2000 to 6000, novelettes 10,000, novels 25,000, serials up to 75,000; romantic interest desirable, verse up to 50 lines. Roy de S. Horn. Good rates, verse 25c line, jokes \$2.50, Acc.

Western Love Stories, 155 E. 44th St., New York. (Bi-M-20) Western love novelettes 10,000 to 20,000, verse. Fanny Ellsworth. 2c, Acc.

Western Rangers, 205 E. 42d St., New York. (M-20). Western short-stories, novelettes. Harry Steeger. 1c up, Acc. (Not in market at present.)

Western Romances, 100 5th Ave., New York. (M-20) Romantic Western action short-stories up to 7000, novels up to 25,000, verse 8 to 16 lines; fillers 200 to 300. Carson W. Mowre. 1c up, verse 25c, Acc.

Western Story Magazine, 79 7th Ave., New York. (W-15) Western short-stories up to 5000, novelettes up to 25,000, serials 12,000-word installments; articles on Old West up to 2500; verse. F. E. Blackwell; Dorothy C. Hubbard, associate. Good rates, Acc.

Whiz Bang, 529 S. 7th St., Minneapolis, Minn. (M-25) Jokes, epigrams, humorous rural editorials, ballads up to 64 lines, cartoon suggestions. W. H. Fawcett. Jokes \$1 to \$5, verse 25c line, Acc.

Wild West Stories and Complete Novel Magazine, 350 Hudson St., New York. (M-25) Western short-stories 1000 to 8000, novels 40,000 to 75,000, articles up to 6000. 1c, Acc.

Wild West Weekly, 79 7th Ave., New York. (W-10) Typical "Wild West" short-stories 3000 to 6000, novelettes 12,000 to 15,000. Ronald Oliphant. Good rates, Acc.

Wings, 220 E. 42d St., New York. (M-20) War-air novelettes, Western front, 12,000 to 30,000; verse. J. B. Kelly. 1c up, Acc.

Woman's Home Companion, 250 Park Ave., New York. (M-10) Woman's and household interests. Articles, short-stories 2500 to 6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

Woman's World, 4223 W. Lake St., Chicago. (M-15) Articles on women's interests 1000 to 2000; adventure, humor and romance in short-stories 1500 to 5500, serials 40,000 to 50,000, short verse, jokes. Cora F. Sanders. Good rates, Acc.

Young's Magazine, 1071 6th Ave., New York. (M-20) Sex short-stories 2000 to 6000, novelettes 12,000 to 15,000. Cashel Pomeroy. 1c, Acc.

Young Men, 347 Madison Ave., New York. (M-20) Y. M. C. A. publication. Articles on life problems, young men's interests. Query. F. G. Weaver. 1c up, Acc.

LIST B

General periodicals which ordinarily pay less than 1 cent a word, or pay on publication, or which are chronically overstocked, or which offer a very limited market, or concerning which no definite information has been obtainable.

Abbott's Magazine, 3435 Indiana Ave., Chicago. (M-25) Negro interests. Buys only through literary agents. Lucius C. Harper. ¼c, Pub.

Air Devils, 537 S. Dearborn St., Chicago. (M) Air fiction up to 20,000. Samuel Bierman. 1 to 2c, Pub.

Asia, 468 4th Ave., New York. (M-35) Interpretive articles on oriental life and thought, Russia, Africa included. Marietta Neff, Gertrude Emerson. Fair rates, Pub.

Amazing Stories (also Amazing Stories Quarterly), 350 Hudson St., New York. (M-25) Short-stories based on science 5000 to 20,000 words, novelettes 20,000 to 50,000. Scientific verse up to 40 lines. ¼c up, verse 25c line, Pub.

American Autopsy, The, 570 7th Ave., New York. (Q-35) Reviews, comment, fiction, essays, verse. Harold Hersey. Low rates, Pub.

American Cookery, 221 Columbus Ave., Boston 17. (M-15) Short articles on domestic science 2000 to 3000, essays 1000 to 2500, short stories 1000 to 3000. 1c up, Acc.

American Hebrew, 71 W. 47th St., New York. (W-15) Articles on outstanding Jewish personalities, short-stories of American Jewish life, novelettes, serials. Louis Rittenberg. ½c up, photos \$1 up, Pub.

American Legion Monthly, 521 5th Ave., New York. (M-25) Closed market. J. T. Winterich.

American Monthly, 331 4th Ave., New York. (M-25) Articles on international policies 2000 to 4000. D. Maier. Ind.

American Weekly, The, 9 E. 40th St., New York. (M-25) Hearst newspaper feature section. Topical feature articles, illustrated. Morrill Goddard. Ind., Acc.

Atlantica, 33 W. 70th St., New York. (M-35) Articles showing progress of Italians in America 1500 to 2000, rare-ly short-stories 2000. Dr. F. Cassola. ¼c, Acc.

Ballyhoo, 100 5th Ave., New York. (M-15) Humorous material largely staff-written. Norman Anthony, Inc.

Best Detective Magazine, 79 7th Ave., New York. (M) Not in the market. F. E. Blackwell.

B'nai B'rith Magazine, 70 Electric Bldg., Cincinnati, Ohio. (M) Jewish articles, essays, short-stories up to 3000; interviews. Alfred M. Cohen. 1c up, Pub.

Bookman, The, 386 4th Ave., New York. (M-40) Literary, critical articles, essays. Seward Collins. Low rates, Acc.

Bozart and Contemporary Verse, Oglethorpe University, Ga. (Bi-M-40) Distinctive poetry, book reviews. Prizes.

Bridge Magazine, 540 N. Michigan Ave., Chicago. (M-35) Essays on Bridge, short-stories with background of Bridge up to 6000, sophisticated verse, jokes. Chas. True Adams, Milton S. Work. Ind., Pub.

Bridge World, 570 Lexington Ave., New York. (M-40) Bridge Miscellany. Inc.

Broadway Nights, 305 E. 46th St., New York. (M-25) Risque, breezy short-stories, Broadway locale, 1500 to 2000. Miss F. Cecile Glassberg. ¼c, Pub.

Canadian Magazine, 347 Adelaide St., W., Toronto, Canada. (M-10) Articles on Canadian topics up to 3000, short-stories up to 5000. Joseph Lister Rutledge. Up to 1c, Acc.

Chicagoan, The, 407 S. Dearborn St., Chicago. (M-35) Sophisticated, humorous articles, essays 1000 to 2000. Wm. R. Weaver. 2c, verse 50c line, Pub. (Overstocked.)

Christian Science Monitor, 107 Falmouth St., Boston. (D-5) Sketches, essays, articles 750 to 1500; verse, miscellany. Juvenile fiction, articles. \$10 column, verse 35 to 50c line, Acc.

Circus Scrap Book, The, 41 Woodlawn Ave., Jersey City, N. J. (Q-35) Circus history, lives of circus performers, scrap books, clippings, news items, photos dealing with the circus prior to 1900. F. P. Pitzer. ½c up, Acc.

Complete Gang Novel Magazine, 570 7th Ave., New York. (M) Underworld novels. Harold Hersey. Up to 1c, Pub.

Courtroom Stories, 570 7th Ave., New York. (M) Fact articles of famous trials. Harold Hersey. Up to 1c, Pub.

Crime Mysteries, 537 S. Dearborn St., Chicago. (M) Detective, crime fiction up to 20,000. Samuel Bierman. 1 to 2c, Pub.

Current History, 229 W. 43d St., New York. (M-25) Authoritative articles on political, economic, social, cultural events 3000 to 3500. 2c or by arrangement, Pub.

Debunker, The, Girard, Kans. (M-20) "Debunking" articles up to 3000. E. Haldeman-Julius. Low rates, Acc.

Detective-Dragnet, 67 W. 44th St., New York. (M-15) Modern detective adventures, woman interest; short-stories 4000 to 6000, novelettes up to 15,000. A. A. Wyn. 1 to 2c, Pub.

Everyday Life, 337 W. Madison Ave., Chicago. (M) Love, mystery, humorous short-stories 1500 to 2500. A. E. Swett. Up to ½c, Acc. or Pub.

Family Herald and Weekly Star, St. James St., Montreal, Quebec, Canada. (W-5) Short-stories. C. Gordon-smith. \$4 column, Pub.

Flying Aces, 67 W. 44th St., New York. (M-20) Air and air-war short-stories 3000 to 7000, novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, Pub.

Fortune, 205 E. 42d St., New York. (M-\$1) Staff-written or ordered articles on industry. Rates by arrangement.

Front Page Stories, 570 7th Ave., New York. (Bi-M-25) Book-length newspaper novels 50,000 to 60,000. Harold Hersey. Up to 1c, Pub.

Game & Gossip, 1232 S. Olive St., Los Angeles. (M-35) Illustrated articles on amateur sport, personalities, Pacific Coast locale 1100; sport and society photos. J. Allen Boone. \$15 to \$25 per article, photos \$1 to \$3, Pub.

Gangland Stories, 570 7th Ave., New York. (Bi-M-25) Underworld fiction. Harold Hersey. Up to 1c, Pub.

Gangster Stories, 570 7th Ave., New York. (M-25) Gangster short-stories, novelettes, serials. Harold Hersey. Up to 1c, Pub.

Gay Parisienne, 143 W. 20th St., New York. (M) Sex fiction. French locale. Marianne Marle. ¼c, verse 15c line, Pub. (Slow.)

Gentlewoman, 615 W. 43d St., New York. (M-5) Love and action short-stories small-town home-woman appeal, up to 3000. Marion White. ¼c, Pub.

Ginger Stories, 305 E. 46th St., New York. (M-25) Light, snappy, peppy humorous short-stories 2300 to 2500. Miss F. Cecile Glassberg. ¼c, Pub.

Golden Book Magazine, 55 5th Ave., New York. (M-25) Reprints, translations, foreign stories, quotations from great men; fillers. Mrs. Frederica P. Field. 1c, Acc.

Good Stories, Augusta, Maine. (M-5) Short-stories. G. M. Lord. Low rates, Pub.

Grit, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1500 to 5000; articles, with art 1800 to 2500; household articles, short illustrated articles for women's and children's pages. Howard R. Davis. \$3.50 to \$10 per short-story, articles \$1.50 to \$20, photos \$1 to \$1.50, Acc.

Gun Molls, 305 E. 46th St., New York. (M-20) Short-stories 3000 to 7000; novelettes 7000 to 20,000; serials 30,000 up; underworld woman interest. True gang stories. Wm. L. Mayer. 1c up, Pub.

Headlines, 148 W. 16th St., New York. (W) News review, largely staff written. Lon Murray. Inc.

Headquarters Stories, 570 7th Ave., New York. (Bi-M) Book-length detective novels. Harold Hersey. Up to 1c, Pub.

Hollywood Nights, 305 E. 46th St., New York. (M) Spicy short-stories, Hollywood background. Miss F. Cecile Glassberg. 1c, Pub.

Home Circle Magazine, 327 E. Caldwell St., Louisville, Ky. (M-5) Clean romantic short-stories 3500 to 5000. John H. Sutcliffe. ¼c up, Pub. (Overstocked.)

Home Friend Magazine, 1411 Wyandotte St., Kansas City. (M-5) Articles of interest to small-town and rural housewives, inspirational verse. Overstocked on fiction. E. A. Weishaar. ¼ to 1c, verse 15c line, jokes 25c to \$1, photos \$1.50 to \$3, Acc.

Homemaker, 401 Scott St., Little Rock, Ark. (M-10) Short-stories up to 3000, articles, poems. Mrs. F. B. Cotnam. Low rates, Pub. (Overstocked.)

Household Guest, 323 S. Peoria St., Chicago. (M-5) Adventure, romantic, humorous short-stories under 1000, also 1600 to 2800. Articles for homemakers in small towns. Mary H. McGovern. ¼c up, Acc.

Household Management Journal, Batavia, Ill. (M-5) Articles on thrift, efficiency, cooking, etc. Low rates, Pub.

Hullabaloo, 100 5th Ave., New York. (M-15) Motion-picture humor, staff written. Norman Anthony. Inc.

Improvement Era, The, 47 E. So. Temple, Salt Lake City, Utah. (M) Latterday Saints organ. Moral short-stories, feature articles, verse. H. R. Merrill. $\frac{1}{2}$ to 1c, verse 12 $\frac{1}{2}$ c line, Pub.

Inside Stuff, 154 Nassau St., New York. (W-15) Authentic news and photos of "the news behind the news." Correspondents. E. S. Hainmark; Meyer Solmsion, news Ed. Space rates, Pub.

Interludes, 2917 Erdman Ave., Baltimore, Md. (Q-25) Poems up to 30 lines, literary essays, short-stories up to 1200; prose poems. Wm. James Price. Prizes only.

Judge, 18 E. 48th St., New York. (W-15) Jokes, epigrams, humorous short-stories, articles up to 300, verse, drawings. Jack Shuttleworth. 5 to 6c, jokes and paragraphs \$3 to \$5, drawings \$10 to \$75, cartoon and humorous ideas \$5 to \$15, Pub.

Kaleidoscope, a National Magazine of Poetry, 702 N. Vernon St., Dallas, Tex. (M-25) Verse, book notices, etc. Whitney Montgomery; Vaida Montgomery. Prizes.

La Patee Stories, 143 W. 20th St., New York. (M) Sex fiction. French locale. Merle W. Hersey. $\frac{1}{2}$ c, verse 15c line, Pub. (Slow.)

Living Age, The, 253 Broadway, New York. (2M-25) Translations and reprints only. Quincy Howe.

Mayfair, 143 University Ave., Toronto, Ont. (M-25) Society, fashion, sport articles, Canadian interest. J. Herbert Hodgins. 1c, Pub.

Menorah Journal, The, 63 Fifth Ave., New York. (M-50) Jewish short-stories, one-act plays, essays. Henry Hurwitz. 2c up, Pub.

Metropolitan Home Journal, Chrysler Bldg., New York. (M-5) Short-stories, New York features. Miss Shirley Popper. Inc.

Mid-West Story Magazine, 601 12th St., Lawrenceville, Ill. (M) Short articles 200 to 800, short-stories 800 to 2500 on personalities and drama of the old Northwest. Chester Bolton. Low rates, Pub.

Mother's-Home Life, 315 S. Peoria St., Chicago. (M-5) Short-stories 2000, household articles 1000, miscellany, departmental material. Mary H. McGovern. $\frac{1}{4}$ c up, Acc.

My Self Magazine, 1008 W. York St., Philadelphia. (M) Articles on psychic experiences, ouija-board, yoga, astrology, etc., up to 500. Psychic, new thought short-stories 3000, novelettes 12,000 to 15,000, short-stories up to 1500. No horror stories. 1c, Pub.

Nation, The, 20 Vesey St., New York. (W-15) Reviews, comment, largely staff written. Oswald G. Villard. 1c, Pub.

National Magazine, 952 Dorchester Ave., Boston. (M-25) Limited market. Joe Mitchell Chapple. Ind., Pub.

Nativity, 1414 Madison Ave., Columbus, Ohio. (Q-35) Articles, short-stories, literary criticism. Boris J. Israel. No payment.

New Republic, The, 421 W. 21st St., New York. (W-15) Articles on current social, political, economic questions 1500 to 2500, sketches of character background 1000, exceptional verse. Bruce Bliven. 2c, Pub.

News Story Magazine, 305 E. 46th St., New York. (M-25) Illustrated sensational fact stories, fictionized, 5000; two-part serials. 1c, Pub. (Slow.)

New York Stories, 570 7th Ave., New York. (Bi-M-20) Book-length novels, hectic action in the big city. Harold Hersey. Up to 1c, Pub.

North American Review, 9 E. 37th St., New York. (M-40) Clever, authoritative informative articles 2500, unsteriyped short-stories, occasional verse. John Peel. Low rates, Pub.

Occult Digest, The, 1900 N. Clark St., Chicago. (M-25) Occult facts, philosophy, experiences. Effa E. Danelson. No payment.

Opinion, 114 E. 32d St., New York. (W) Articles, essays 1000 to 2000, short-stories 1000 to 2500, verse. J. W. Wise, J. J. Smertenko. 1c, poems \$5, Pub.

Opportunity, A Journal of Negro Life, 1133 Broadway, New York. (M-15) Short-stories, articles, poetry; negro life and problems. Elmer Anderson Carter. No payment.

Oriental Stories, 840 N. Michigan Ave., Chicago. (Q-25) Action-adventure fiction, Asiatic, Near East and Oriental locale; burning love stories of the Orient; short-stories, novelettes up to 18,000. Farnsworth Wright. 1c, Pub.

Our Army, 160 Jay St., Brooklyn, N. Y. (M-25) Military articles, short-stories, jokes, miscellany. Robert Wohlforth. $\frac{1}{2}$ c up, Pub. (Overstocked.)

Our Dumb Animals, 180 Longwood Ave., Boston. (M-10) Animal welfare articles up to 800, verse up to 24 lines. Guy Richardson. $\frac{1}{2}$ c up, poems \$1 up, Acc.

Outlaws of the West, 570 7th Ave., New York. (Bi-M-25) Western short-stories, novelettes, serials. Harold Hersey. Up to 1c, Pub.

Outlook, 120 E. 16th St., New York. (M-15) Comment, reviews, timely articles, largely staff-written. Francis R. Bellamy. Good rates, Acc.

Overland Monthly, 437 S. Hill St., Los Angeles. (M) Articles, Western interest, short-stories, verse. No payment.

Parents' Magazine, The, 114 E. 32d St., New York. (M-25) Articles on family relationships, child care, etc. 2500 to 3000; jokes, pointers for parents. Clara Savage Littledale. 1c up, Acc.; jokes \$1, Pub. (Overstocked.)

Paris Frolics, 305 E. 46th St., New York. (M-25) Light, snappy, humorous short stories, French locale, 2200 to 2400. $\frac{1}{4}$ c, Pub.

Paris Nights, 1008 W. York St., Philadelphia. (M-25) Gay short-stories, Parisian background, 1500 to 3000, articles about gayer side of Paris, verse up to 16 lines, jokes. Pierre Dumont. $\frac{1}{2}$ c, verse 15c line, jokes 50c, paragraphs 35c, photos \$3 up, Pub.

Pep Stories, 305 E. 46th St., New York. (M-25) Light, snappy, peppy, humorous, risque short-stories 2000 to 2800, 3-part stories, installments of 2500. Miss F. Cecile Glassberg. 1c, Pub.

Plain Talk, 927 15th St., N. W., Washington, D. C. (M-25) Articles on public affairs 1000 to 3500; editorials 500 to 1000; verse; fact items, fillers, jokes up to 200. Mason Banks Hood. 1c, Pub.

Playgoer, 1245 S. State St., Chicago. (W-5) Outdoor, love, domestic short-stories 300 to 1000, theatre articles 300 to 1000, occasional verse, editorials 300 to 500, news items. Emery Brugh. 1c up, Pub.

Poetry: A Magazine of Verse, 232 E. Erie St., Chicago. (M-25) High-class verse up to 200 lines. Harriet Monroe. \$6 page of 28 lines, Pub.

Poetry World and Contemporary Vision, 27 E. 7th St., New York. (M-25) Poetry, criticism. Henry Harrison. No payment.

Popular Fiction Magazine, 537 S. Dearborn St., Chicago. (M-10) Adventure short-stories up to 10,000, novelettes up to 20,000. Samuel Bierman. 1c, Pub.

Popularity Magazine, 995 E. Rich St., Columbus, O. (M) Short-stories, love, adventure, romance, sport, humor, 3000 to 5000. Francis Steele. \$15 story, Pub.

Psychology, 101 W. 31st St., New York. (M-25) Applied psychology, inspirational, success articles 600 to 700, also up to 3500, verse. Henry Knight Miller. 1c, Pub.

Racketeer Stories, 570 7th Ave., New York. (Bi-M-25) Gangster fiction. Harold Hersey. Up to 1c, Pub.

Rebel Poet, R. R. 4, Moberly, Mo. (Bi-M-20) Articles, essays, radical verse, portraying the class struggle. Jack Conroy. No payment.

Repeal, 49 W. 45th St., New York. (M-20) Articles by nationally known individuals, authenticated interviews, on prohibition, crime, up to 1000. Major Maurice Campbell. Ind., Pub.

Science Fiction, 10707 Kimberley Ave., Cleveland, O. (M) Fast-moving scientific adventure fiction. Jerome Siegel. $\frac{1}{4}$ to 3c, Pub.

Sky Birds, 67 W. 44th St., New York. (M-20) Air and air-war short-stories 3000 to 7000, novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, Pub.

Slapstick, 570 7th Ave., New York. (M-15) Sophisticated cartoons and gags. Harold Hersey, Pub.; Hugh Layne, Ed. Fair rates, Pub.

Speed Stories, 570 7th Ave., New York. (Bi-M) High-pressure, exciting fiction. Harold Hersey. Up to 1c, Pub.

Spicy Stories, 305 E. 46th St., New York. (M-25) Light, snappy, humorous, risque short-stories 2000 to 2800, 3-part serials 2500 each installment. Miss F. Cecile Glassberg. 1c, Pub.

Stars and Stripes, The, Washington, D. C. (M) Articles on soldiers' interests. Generally overstocked.

Sun-Up, Maine's Own Magazine, 300 News Bldg., Portland, Me. (M-15) Articles, short-stories, pictures, of Maine interest. Emma W. Moseley. Ind., Pub.

Tatler and American Sketch, 331 Madison Ave., New York. (M-50) Burlesque articles on society 2500. J. C. Schemm. 50c inch, Pub.

10 Story Book, 529 S. Clark St., Chicago. (M-25) Iconoclastic, frank, sex short-stories, satires, odd stories, playlets. Harry Stephen Keeler. \$6 a story, Pub.

Thrilling Adventures, 570 7th Ave., New York. (M-10) Not in the market. Dorothy Sands.

Thrilling Detective, 570 7th Ave., New York. (M-10) Not in the market. N. L. Pines.

Thrilling Love Magazine, 570 7th Ave., New York. (M-10) Not in the market. Dorothy Sands.

Time, 205 E. 42d St., New York. (W-15) News, all staff written; no market, unless for exceptional news.

Time Traveler, The, 1510 University Ave., New York. (M) Short scientific fiction and "fan" material. Allen Glasser. 1c, Pub.

Travel, 7 W. 16th St., New York. (M-35) Illustrated, travel, exploration, adventure articles 1500 to 5000. Cornburn Gilman. 1c, \$1 to \$3 per photo, Pub.

Underworld, 23 W. 43d St., New York. (M-20) Gangster short-stories 3500 to 5000, novelettes up to 15,000, serials 25,000 to 30,000. 1 to 2c, Pub.

U. S. Air Services, 227 Transportation Bldg., Washington, D. C. (M-30) Aviation articles, short-stories, verse. E. N. Findley. 1c, Pub. (Overstocked.)

Virginia Quarterly Review, 1 West Range, University, Va. (Q-75) Literary, scientific, political essays 3000 to 5000, exceptional short-stories, verse 10 to 40 lines. Stringfellow Barr. \$5 page (350 words), verse 50c line, Pub.

Voice of Tomorrow, The, Montague, Mich. (M-20) Pre-venient, prophetic poetry, short essays, short-stories up to 3000. Meredith Beyers. Ind., Pub.

Weird Tales, 840 N. Michigan Ave., Chicago. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 10,000, novelettes up to 15,000, serials up to 75,000, verse up to 35 lines. Farnsworth Wright. 1c up, verse 25c line, Pub.

Western Adventures, 155 E. 44th St., New York. (Bi-M-20) Reprint fiction, not buying at present. W. M. Clayton.

Western Home Monthly, Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. Articles, short-stories 1500 to 4000. Fair rates, Pub.

Western Trails, 67 W. 44th St., New York. (M-20) Western short-stories with woman interest 2000 to 8000, novelettes up to 20,000. A. A. Wyn. 1 to 2c, Pub.

Westminster Magazine, The, Oglethorpe University, Atlanta, Ga. (Q-25) Fiction and articles on literature, history and nature subjects 1000 to 3000; verse. Prizes.

Wonder Stories, 96 Park Place, New York. (M-25) Human, dramatic adventure short-stories based on science developments of future up to 8000, novelettes up to 25,000, serials up to 65,000. Articles on science or world of the future up to 5000. H. Gernsback. Up to 1c, Pub.

Yale Review, Yale Station, New Haven, Conn. (Q-51) Comment, reviews; political, literary, scientific, art articles 5000 to 6000. Wilbur Cross. Good rates, Pub.

LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

AGRICULTURAL, FARMING, LIVESTOCK

American Farming, 537 S. Dearborn St., Chicago. (M-5) Short articles on community affairs, recreation; juvenile material. Nelle Ringenberg. Up to 1c, Pub. (Overstocked.)

Breeders' Gazette and Dairy Tribune, Spencer, Ind. (M-10) Short stories of success in farming under 1000. Livestock articles. S. R. Guard. 1c, photos \$2, Pub.

Canadian Countryman, 204 Richmond St., W., Toronto. Agricultural articles, short-stories. 1/2c, Pub.

Farm and Ranch, Dallas, Tex. (W-5) Agricultural, livestock articles of the Southwest. Frank A. Briggs. 1/2c to 1c up, Pub.

Farmer and Farm, Stock and Home, The, 57 E. 10th St., St. Paul, Minn. (Bi-W) Agricultural articles with photos, miscellany, short-stories for special events; serials, farm or Western background, 20,000 to 35,000. Berry H. Akers. 1/2 to 1c, Acc.

Farm Journal, The, Washington Square, Philadelphia. (M-10) Agricultural, scenic, humorous articles with photos 300 to 600. Overstocked on fiction and verse. Arthur H. Jenkins. First-class rates, Acc.

Hatchery Tribune, Mt. Morris, Ill. Illustrated articles on successful selling methods by hatcheries 300 to 500. Roland C. Hartman. 1/2 to 2c, Acc.

Hoard's Dairyman, Fort Atkinson, Wis. (2M) Dairying interests. W. D. Hoard. Low rates, Pub.

Iowa Farmer and Corn Belt Farmer, 422 Court Ave., Des Moines, Ia. (M) Agricultural miscellany. Paul Talbot. Ind., Pub.

Michigan Farmer, Detroit, Mich. (W) Articles 1000 to 2000 on successful farming; occasional serials, short-stories. Milton Grinnell. 1/2c, Pub.

Ohio Farmer, 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Lloyd. Ind., Pub. Cover photos, \$5 to \$10.

Poultry Tribune, Mt. Morris, Ill. (M-15) Illustrated poultry articles 800. O. A. Hanke. 1c up, Pub.

Progressive Farmer and Southern Ruralist, Birmingham, Ala. (2-M) Authoritative farm articles, serials, farm miscellany. Clarence Poe. \$3 Col., photos \$1, Pub.

Standard Poultry Journal, 715 N. Walnut St., Oklahoma City, Okla. (M) Illustrated poultry articles, success stories, 1500 to 2000. Clarence G. Dalton. Up to 1c, Pub.

Successful Farming, Des Moines, Ia. (M-5) Agricultural miscellany. Kirk Fox. 1c up, Acc.

ART, PHOTOGRAPHY

American Photography, 428 Newbury St., Boston. (M-25) Technical photography articles. F. R. Fraprie. Fair rates, Pub. (Overstocked.)

Antiques, 468 4th Ave., New York. (M-50) Authoritative articles on antique collecting 1500 to 2000. Homer Eaton Keys. 1/2 to 2c, Pub.

Camera, The, 636 Franklin Sq., Philadelphia. (M-25) Photography articles 500 to 1500. Frank V. Chalmers. 1/2c, Acc.

Photo-Era Magazine, Wolfeboro, N. H. (M-25) Camera craft articles, photos; monthly photograph competition. A. H. Beardsley. \$3.75 printed page, Pub.

AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION, HIGHWAYS

A. A. A. Travel, Pennsylvania Ave. at 17th St., Washington, D. C. Touring or travel articles, motor, plane, or water, 1500 to 1800; poems. Verva I. Hainer. 1/2c, verse 3 to 5c, photos \$3 to \$5, Acc.

Aero Digest, 220 W. 42nd St., New York. (M) News and features on aviation and air travel. Geo. F. McLaughlin. 1/2c up, Pub.

Airports and Airlines, Bank of Manhattan Bldg., Flushing, L. I. (M) News of air ports, features of interest to air transport companies, their personnel, etc. Harry Schwartzchild. 1/2c up, Pub.

American Motorist, Pennsylvania Ave. at 17th St., Washington, D. C. Illustrated travel articles vicinity of Washington, D. C., 1800 to 2000; verse. Verva I. Hainer. 1c, Pub.

Aviation, 330 W. 42d St., New York. (M-20) News, features on aviation activities, technical articles, photos. Edward P. Warner. Good rates, Acc.

Aviation Engineering and Airway Age, Flushing, N. Y. (M) Technical articles on air crafts. Harry Schwartzchild. Good rates.

Highway Magazine, Armco Culvert Mfgs. Assn., Middletown, O. (M) Articles on construction, operation, use of roads 800 to 1500. 1c, photos \$1 to \$2, Acc.

National Aeronautic Review, Dupont Circle, Washington, D. C. (M) Non-professional aviation articles 2000, illustrations. Wm. R. Enyart. Good rates.

Popular Aviation, 608 S. Dearborn St., Chicago. (M-25) Popularized aviation, mechanics, inventions, war experiences, true adventures, articles 2500 to 4500; fact items, fillers 100 to 800. B. G. Davis. 1c, photos \$3, Acc.

Rudder, The, 9 Murray St., New York. (M-35) Illustrated fact articles on cruises, navigation, naval architecture, etc., 3000. Wm. F. Crosby. 1c, photos \$3, Acc.

Western Flying, 145 S. Spring St., Los Angeles. (M) Practical, helpful "how to" articles on aviation sales, service, production, or aircraft operation, 100 to 2500. R. Randall Irwin. Features 1c, news items up to 1c, Pub.

Western Highways Builder, Union League Bldg., Los Angeles. (M-20) Signed articles by Western highway engineers or street officials; pictures of equipment in use on Western roads. Howard B. Rose. 1/2c, photos extra, Pub.

BUSINESS, ADVERTISING, SALESMANSHIP

Advertising Age, 537 S. Dearborn St., Chicago. (W-5) Spot news only, with illustrations. Murray E. Crain. 1c, Pub.

Bankers Magazine, 185 Madison Ave., New York. (M) Articles on banking methods, advertising, etc. Query, Keith F. Warren. 1c up, Pub.

Bankers Monthly, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beatty. Good rates, Pub.

Bankers Service Bulletin, The, 536 S. Clark St., Chicago. (M) Articles on banking devices, operation. John Y. Beatty. Good rates, Pub.

Barron's, 44 Broad St., New York. (W-25) Authoritative financial articles 500 to 2500. Hugh Bancroft. Ind., Acc.

Burrough's Clearing House, 6071 2nd Blvd., Detroit. (M) Query editor on banking features. Herbert Shryer. 2 to 3c, Acc.

Business Week, The, 10th Ave., at 36th St., New York. (W-20) Not in the market. Marc A. Rose.

Commerce, 1 N. LaSalle St., Chicago. Invites queries on proposed business articles from middle West. Howard R. Smith, Mng. Ed. Rates variable.

Credit & Financial Management, 1 Park Ave., New York. (M-25) Articles on general credit and financial problems. Chester H. McCall. 1c, Pub.

Extra Money, 510 N. Dearborn St., Chicago. (M) High-grade business, adventure fiction with extra-money angle; true stories of spare-time money-making, photos. Wm. Fleming French. 1/2c to 5c, Acc.

Factory and Industrial Management, 520 N. Michigan Ave., Chicago. (M) Business miscellany. John M. Carmody. 1c.

Forbes Magazine, 120 5th Ave., New York. (2M-25) Solicited personality articles, 1000 to 1500. B. C. Forbes. 5c, Pub.

How To Sell, Mount Morris, Ill. (M-10) News magazine of direct selling. Fact items; stories of individual success in direct selling; 150 to 500. R. C. Remington. 1/4c to 1c, Pub.

Independent Salesman, 22 E. 12th St., Cincinnati, O. (M-5) Illustrated interviews with and stories about people successful in direct selling. Martin E. Siegel. 1/2 to 1c, photos \$1, Pub.

Independent Woman, The, 1819 Broadway, New York. (M-15) Articles on business, professional women's problems 1200 to 2000, humorous business verse 2 to 3 stanzas. Winifred Willson. \$10 to \$35, verse \$2 or \$3, Acc.

Management, 201 No. Wells St., Chicago. (M-25) Better management and equipment articles for industrial executives. H. P. Gould. 2c, Acc.

Management Methods, 330 W. 42d St., New York. (M-25) Business experience articles, profit-making ideas up to 2000, short-cut items 100 to 200. Norman C. Firth. 2c, Acc.

Nation's Business, The, 1615 H St., N. W., Washington, D. C. (M-25) Business articles 2500. Merle Thorpe; J. W. Bishop, Mng. Ed. Good rates, Acc.

Opportunity 919 N. Michigan Ave., Chicago. (M-10) Business interviews; illustrated salesmanship material up to 3500; success stories, stimulating short-stories. James R. Quirk. 1 to 2c, Acc.

Postage and Mailbag, 68 35th St., New York. (M-25) Direct-mail advertising articles. John Howie Wright. 1c, Pub. (Overstocked.)

Printer's Ink, 185 Madison Ave., New York. (W-10) (Also **Printer's Ink Monthly**-25.) Advertising and business articles. John Irving Romer; G. A. Nichols, Mng. Ed. Good rates, Pub.

Sales Management, 420 Lexington Ave., New York. (W-20) Articles on marketing, national scope, signed by executives. Buys little. Raymond Bill. 1 to 3c, Pub.

Savings Bank Journal, 21 E. 40th St., New York. (M-50) Operation, advertising and promotion articles 1500 to 2000. J. C. Young. 1c, Pub.

Signs of the Times, P. O. Box 771, Cincinnati. (M-30) Outdoor advertising sign articles 500 to 1500. E. Thomas Kelley. 30c to 50c per column inch, Pub.

Specialty Salesman Magazine, S. Whitley, Ind. (M-25) Inspirational articles, 1000 to 3000; small-town, rural human-interest short-stories 3000 to 5000; editorials on direct selling 800; short fact items, news pertinent to field, 100 to 1000. Geo. F. Peabody. 1/2c up, Acc.

Taxpayer, The, 505 Middletown Deposit Bldg., Middletown, Ohio. Authentic articles dealing with state and community tax and finance problems. 1000 to 2000. Anton S. Rosing. 1/2c, photos \$1, Acc.

Trained Men, 1001 Wyoming Ave., Scranton, Pa. (Bi-M) Articles on industrial problems of interest to foremen, executives, 1000 to 2500, interviews 1000 to 2500. D. C. Vandercook. 1c up, Acc.

Western Advertising, 564 Market St., San Francisco. (W) Advertising and business articles on Western firms or Western problems 1000 to 2200. Little used from Eastern contributors. Douglas G. McPhee. 1c Pub.

Western Business, 564 Market St., San Francisco. (M-10) Short articles 300 to 1500 on business activities of Far West, strong news interest and photos essential. Douglas G. McPhee. 1c up, Pub.

World's Work, Garden City, New York. (M-35) Articles on business with appeal to executives 1500 to 3000. Alan C. Collins. Good rates, Acc.

BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

American Home, The, Garden City, New York. (M-10) Practical articles pertaining to home, interior decoration, gardening, 1500 to 2000. Reginald T. Townsend. \$50 per article, Acc.

Arts and Decoration, 578 Madison Ave., New York. (M-50) Practical illustrated home decoration, architecture, antique articles by authorities; gardens. Mary Fanton Roberts, E. F. Warner. 1c to 2c, Pub.

Beautiful Homes Magazine, 407 S. Dearborn St., Chicago. (M-25) Architectural, interior decoration, landscaping articles. J. D. Eddy. (Out of market.)

Better Homes and Gardens, 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, home-making articles 1500. Elmer T. Peterson, 2c up, usual photo rates, Acc.

Canadian Homes and Gardens, 143 University Ave., Toronto, Ont., Canada. (M) Canadian home and garden articles 1500 to 2000, photos. J. H. Hodgins. 1c, Pub.

Country Home, The, 250 Park Ave., New York. (M-5) Articles on home building, improvement, gardening, farming, general features, 2500, mostly staff written; short fiction. Tom Cathcart. Fair rates, Acc.

Country Life, Garden City, New York. (M-50) Illustrated gardening, sport, interior decorating, country estate, travel articles 1500 to 2000. R. T. Townsend. \$50 to \$75 per article, Acc.

Home & Field, 572 Madison Ave., New York. (M-35) Articles on gardening, decoration, architecture up to 1500. Stewart Beach. 1c, Acc.

House and Garden, Lexington at 43d, New York. (M-35) Home decoration, landscape articles. Richardson Wright. 1c up, Acc.

House Beautiful, 8 Arlington St., Boston. (M-35) Building, furnishing, interior decoration, gardening articles, 1500 to 1800. Ethel B. Power. 1c up, Acc.

Sunset, 1045 Sansome St., San Francisco. (M-10) Home-making, garden, vacation, outdoor articles, Western appeal, 1500 to 2500. Lou F. Richardson; Genevieve A. Callahan. 1c up, verse 25c line, fillers \$1, Acc.

Town and Country, 572 Madison Ave., New York. (2M-50) Limited market. Verse 4 to 6 lines. H. J. Whigham. 25c line, Acc.

EDUCATIONAL

American School Board Journal, 407 E. Michigan St., Milwaukee, Wis. (M-35) School administration articles 500 to 5000. Photos of children in school activities, new school buildings. Wm. C. Bruce. 1/2c, Acc.

Child Welfare Magazine, 1201 16th St., N. W., Washington, D. C. (M-10) Educational articles up to 2000, verse. Martha Sprague Mason. 1/2c, verse 10c line, Acc.

Grade Teacher, The, 425 4th Ave., New York. (M-25) Short-stories, plays, pageants, projects, posters, etc., for classroom help. Florence Hale. 1/2c up, Pub.

Industrial Arts and Vocational Education, 407 E. Michigan St., Milwaukee, Wis. (M-25) Vocational articles. John J. Metz. 1/2c, photos \$2, news 1/4c, Pub. (Overstocked.)

Instructor, The, 514 Cutler Bldg., Rochester, New York. (M-25) Educational articles for elementary schools 1800, educational juvenile short-stories 1500, recitations, school plays. Good rates, Acc.

Journal of Education, 6 Beacon St., Boston. (M) Stories and articles of class-room experience 1000 to 2000. Isobel R. Lay. \$5 to \$10 per story, Acc.

Practical Home Economics, 468 4th Ave., New York. (M-20) Educational articles on home economics for teachers 1500 to 2000. Jessie A. Knox. 1c, Pub.

School Activities, 1212 W. 13th St., Topeka, Kans. (M-20) Articles on high-school extra-curricular activities 1000. C. R. Van Nice. 1/2c, Pub.

School News and Practical Educator, Taylorville, Ill. (M-20) Practical articles for grade teachers 1800 to 2800. V. E. Huffer. Low rates, Pub.

HEALTH, HYGIENE

Forecast, 6 E. 39th St., New York. (M-25) Scientific discussion of nutrition, food, food preparation, child training, health, housekeeping; entertaining articles on schools, travel, gardens, recreation, careers of women, restaurants, 2000 to 3000. Alberta M. Doudiss. 1c to 1 1/2c, Acc.

Home Digest, 1235 Book Bldg., Detroit. (Bi-M-10) Food, health, vegetarian articles. W. D. Roy. 2c, Pub.

Hygeia, 535 N. Dearborn St., Chicago. (M-25) Health and medical articles. Dr. Morris Fishbein. 1c up, Pub.

Journal of the Outdoor Life, 450 7th Ave., New York. (M-25) Anti-tuberculosis articles, short-stories, experience articles. Philip P. Jacobs. Low rates, Pub.

Strength, 2741 N. Palethorp St., Philadelphia. (M-15) Health, hygiene, exercise, diet articles. Up to 1c, Pub.

Trained Nurse & Hospital Review, 468 4th Ave., New York. (M-35) Articles on nursing and hospital subjects 1500 to 3000. Meta Pennock. 1/3 to 1c, Pub.

MUSICAL

Etude Music Magazine, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogics 150 to 2000. James F. Cooke. \$5 column, Pub.

Metronome, 113 W. 57th St., New York. (M-35) Instructional articles on playing musical instruments, organizing orchestras, etc., 1000 to 2000. Doron K. Antrum. 1c, Pub.

Musical America, 113 W. 57th St., New York. (2M-15) Music articles 1500 to 2000. A. Walter Kramer. Ind.

Musical Courier, 113 W. 57th St., New York. (W) Informational articles of interest to musicians. Horace Johnson. 1c, Pub.

Musician, The, 113 W. 57th St., New York. Not in the market. Paul Kempf.

Musical Quarterly, The, 3 E. 43d St., New York. (Q-75) Musical aesthetics, history articles. Carl Engel. \$4.50 page, Pub.

RELIGIOUS

Adult Bible Class Monthly, 420 Plum St., Cincinnati, O. (M-10) Religious educational articles 300 to 1500, short short-stories 1200 to 1600, verse 2 or 3 stanzas, news of Bible class activities 100. Lucius H. Bugbee. 1/2 to 1c, verse \$3 to \$10, photos \$2.50 up, Acc.

Anchor, The, 14105 Savannah Ave., E. Cleveland, Ohio. (2M-15) Christian interpretation of life problems. Short-stories, family reading, up to 2000, serials 12,000 (installments of 2000); short-stories 600; articles on timely, domestic, religious topics, 1200 to 2000. Charles E. Mitchell. 3/4c, Acc.

Ave Maria, The, Notre Dame, Ind. (W) Short-stories of religious tone, articles on topics of the day, religious poems not over 16 lines. Juvenile adventure short-stories, serials, religious but not preachy. Rev. Eugene P. Burke, C.S.C. \$3 page, poems \$5, Pub.

Canadian Messenger, 160 Wellesley Crescent, Toronto, Ont., Canada. (M-10) Short-stories, Catholic atmosphere, 3000; no love stories. Rev. J. I. Bergin, S.J. 1/2c, Acc.

Catholic World, 411 W. 59th St., New York. (M-40) Scientific, historical, literary, art articles, Catholic viewpoint, short-stories 2500 to 4500, verse. Rev. James M. Gillis, C. S. P. Ind., Pub.

Christian Advocate, The, 150 5th Ave., New York. (W) Articles, miscellany. Dr. D. F. Diefendorf. Ind.

Christian Endeavor World, 41 Mt. Vernon St., Boston. (W-5) Wholesome short-stories up to 2500, preferably 1500 to 1800, serials 20 to 25 short chapters, inspirational articles 1000 to 2000. Carlton M. Sherwood. 1/2c, photos \$1 to \$2, Acc.

Christian Herald, 419 4th Ave., New York. (M) Religious, sociological articles; short-stories 1000 to 6000. Varying rates, Acc. (Overstocked.)

Church Business, Duplex Envelope Co., Richmond, Va. (Bi-M) Articles on church plans, programs, etc., up to 800. Photos, religious fillers, jokes, verse. Mary M. Cooke. 2c, jokes \$1, Pub.

Churchman, The, 6 E. 45th St., New York. (W-10) Liberal Christianity articles, verse. Rev. Guy Emery Ship-ler, Litt. D. Ind., Pub. No payment for verse.

Congregationalist, 14 Beacon St., Boston. (W-10) Religious articles, short-stories, verse. W. E. Gilroy. D.D. Fair rates. Pub. (Overstocked.)

Grail, The, St. Meinrad, Ind. (M-25) Travel, biographical articles 1500 to 3000, wholesome short-stories 2000 to 3000, Eucharistic verse 4 to 20 lines. Rev. Benedict Brown, O. S. B. 1/2c, Acc.

Living Church, The, 1801 W. Fond du Lac Ave., Milwaukee. (W) Short articles on religious and social subjects, Episcopal viewpoint, short-stories, religious, historical, preferably illustrated, 1000 to 2000. C. P. Morehouse. \$1.50 column, Acc. No payment for verse.

Lookout, The, Standard Pub. Co., 8th and Cutter Sts., Cincinnati. (W-5) Articles on Christian education up to 1800, short-stories, Biblical background, 1500 to 1800, serials up to 12 chapters, 1500 to 1800 each. Photos, 8x10, science, human-interest. Guy P. Leavitt. 1/2c, photos \$3, Acc.

Magnificat, 435 Union St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Ind., Acc.

Miraculous Medal, The, 100 E. Price St., Philadelphia. (M-10) Articles of Catholic interest 1500 to 2000, clever short-stories 1000 to 3000; verse. Rev. Kieran P. Moran, C.M. 1c, verse about 50c line, photos \$1, Acc.

Northern Messenger, Witness Bldg., Montreal, Quebec, Canada. (W) Boys of 16. Clean, vigorous, temperance short-stories up to 3000, serials 40,000 to 60,000. Short verse. 1/5c, reprint serial rights \$25 to \$35, Pub.

Presbyterian Advance, The, 150 4th Ave., N. Nashville, Tenn. (W) Limited number of short-stories 800 to 2000. James E. Clarke, D.D., L.L.D. \$1 column, Acc.

Standard Bible Teacher, Box 5, Sta. N., Cincinnati, O. (Q-15) Biblical study articles 1500 to 2000. Frederick J. Gielow, Jr. 1/2c, Acc.

Sunday School Times, 323 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. 1/2c up, Acc.

Sunday School World, 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers, superintendents, the home. 1/2c, Acc.

Union Signal, The, Evanston, Ill. (W-5) Short-stories, short serials, on prohibition, law enforcement. \$5 per 1500-word story, Pub.

Unity, also **Weekly Unity**, 917 Tracy Ave., Kansas City. (M & W) Christian metaphysical articles 1500 to 2500, religious verse 8 to 24 lines. Charles Fillmore. 1c up, verse 25c line up, Acc.

SCIENTIFIC, TECHNICAL, RADIO, MECHANICS

Broadcasting Magazine, 11 E. 36th St., New York. (M) Radio fan miscellany. Ind.

Electricity on the Farm, 24 W. 40th St., New York. (M-10) Actual experience stories, illustrated, on uses of central station electricity on the farm, up to 1000. Fred Shepperd. 1/2c, Pub. (Overstocked.)

Everyday Science & Mechanics, 96 Park Place, New York. (M-25) Constructional articles up to 2000. H. Gernsback, 1 to 10c, Pub.

Illustrated Mechanics, 1411 Wyandotte St., Kansas City, Mo. (M-5) Illustrated popular scientific, homecraft "how-to-make-it" articles 500 to 1500, shop hints, new devices. E. A. Weishaar. 1 to 4c, photos \$1.50 to \$3, Acc.

Inventive Age & Patent Market, 718 E. 4th St., Brooklyn, N. Y. (M) Trade journal of inventive field. Articles covering inventions, suggestions for new inventions, new uses, methods or novelty of idea. E. A. Darmer. 25c inch, photos \$1, Pub.

Mechanical Package Magazine, 529 S. 7th St., Minneapolis, Minn. (M) Mechanical short items, new wrinkles, "how-to-build" articles. Weston Farmer. 2 to 15c, Acc.

Modern Mechanics and Inventions, 529 S. 7th St., Minneapolis, Minn. (M-25) Popularly illustrated mechanical, scientific, adventure articles up to 2000, fact items with photos. Roscoe Fawcett; Jack Smalley; Donald Cooley, associate. 2 to 15c, photos \$3 up, Acc.

Nature Magazine, 1214 16th St., Washington, D. C. (M-35) Illustrated nature articles 1500 to 2000, no poetry. R. W. Westwood. 1c to 5c, Acc. (Overstocked.)

Popular Mechanics, 200 E. Ontario St., Chicago. (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements, 1 to 20 photos, 300 to 2500; fillers up to 250; photos \$5 up. L. K. Weber. 1 to 10c; photos \$5 up, Acc.

Popular Science Monthly, 381 4th Ave., New York. (M-25) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. 1c up to 10c, \$3 up for photos, Acc.

Practical Mechanics, 608 S. Dearborn St., Chicago. (M) Articles describing how to make anything that will amuse, aid or instruct the mechanically-minded individual. B. G. Davis. 1c, Pub.

Scientific American, 24 W. 40th St., New York. (M-35) Scientific, technical articles popularly presented, discoveries, inventions. O. D. Munn. Ind., Acc. (Overstocked.)

SPORTING, OUTDOOR, HUNTING, FISHING

American Forests, 1727 K St., Washington, D. C. (M-35) Popular forestry, outdoor recreation, hunting and fishing articles up to 3000, outdoor and forest photos, humor. Ovid M. Butler. 1c, photos \$1 up, Acc.

American Golfer, The, Lexington at 43d Sts., New York. (M-25) Golf articles up to 1500. Grantland Rice. Ind.

American Rifleman, The, 816 Barr Bldg., Washington, D. C. (M-25) Authentic illustrated gunsmithing, shooting, ammunition, ballistic articles, hunting stories, preferably 3500. Laurence J. Hathaway. About 1c, Pub.

Arena, The, 2739 Palethorpe St., Philadelphia. (2M-15) Boxing, weight-lifting, baseball, sport articles. Ind.

Baseball Magazine, The, 70 5th Ave., New York. (M-20) Baseball articles, verse. F. C. Lane. 1/2c to 1 1/2c, Pub.

Field and Stream, 578 Madison Ave., New York. (M-25) Illustrated camping, fishing, hunting, sportsmen's articles, 2500 to 3000. Ray P. Holland. 1c up, Acc.

Fur-Fish-Game, 174 E. Long St., Columbus, O. (M-25) Fishing, hunting, fur-raising articles by practical authorities. A. V. Harding. $\frac{1}{4}$ to $\frac{1}{2}$ c, Acc. (Overstocked.)

Game Stories, 22 E. 12th St., Cincinnati, O. (M-10) Illustrated hunting, fishing, trapping experience stories 2000 to 3000. George A. Vogele. $\frac{1}{2}$ to 1 c, Pub.

Golf Illustrated, 425 5th Ave., New York. (M-50) Golf articles. A. C. Gregson. 2c, Pub.

Hunter-Trader-Trapper, 386 S. 4th St., Columbus, O. (M-25) Fur-farming, hunting-dog articles, outdoor photos. Otto Kuechler. Ind., Acc. (Overstocked.)

National Sportsman, 75 Federal St., Boston. (M-10) Hunting and fishing articles. Low rates, Pub.

Outdoor America, 222 N. Bank Drive, Chicago. (M-25) Outdoor articles, short-stories, 1500 to 2000. Cal Johnson. $\frac{1}{2}$ to 3c, Acc.

Outdoor Life, Mt. Morris, Ill. (M-25) Articles on hunting, fishing, camping, boating and allied subjects, 2000 to 2500. Harry McGuire. 1c up, Acc.

Sports Afield and Trails of the Northwoods, 302 Hennepin Ave., Minneapolis. (M-20) Outdoor, hunting, winter travel articles, outdoor fiction founded on fact. Robert C. Mueller. $\frac{1}{2}$ c, Pub. (Overstocked.)

Sportsman, The, 60 Batterymarch St., Boston. (M-50) Articles on amateur sports, fox-hunting, polo, yacht racing, tennis, fishing, etc., 2500 to 3000. Richard E. Danielson. $\frac{1}{2}$ c, photos \$5 up, Acc.

Turf & Sport Digest, 511 Oakland Ave., Baltimore, Md. (M-35) Articles on sports, horse racing, football, baseball, etc., 1000 to 5000, sport short-stories up to 5000; serials up to 20,000. Edgar G. Horn. $\frac{1}{4}$ c, Pub.

THEATRICAL, MOTION PICTURE, RADIO, "FAN" MAGAZINES

Billboard, 25 Opera Pl., Cincinnati, O. (W-15) Amusement articles on assignment only. A. C. Hartmann, E. E. Sugarman.

Hollywood Magazine, 529 S. 7th St., Minneapolis, Minn. (M-15) Illustrated movie fact articles 1000; news paragraphs. Capt. Roscoe Fawcett; Marcella Burke, Western Ed. Liberal rates, Acc.

Modern Screen Magazine, The, 100 5th Ave., New York. (M-10) Photoplay fan material up to 2000, mostly on assignment. Short love fiction with Hollywood background. Ernest V. Heyn. Good rates, Acc.

Motion Picture Magazine, 1501 Broadway, New York. (M-25) Articles on motion pictures and stars, usually on assignment. Laurence Reid. Good rates, Acc.

Movie Classic, 1501 Broadway, New York. (M-10) Articles on motion pictures and stars, usually on assignment. Laurence Reid. Good rates, Acc.

Movie Mirror, 8 W. 40th St., New York. (M-10) Motion-picture fan material. Ruth Waterbury. Ind., Acc.

Movie Romances, 510 N. Dearborn St., Chicago. (M) True romances of film folk; articles for film fans; short-stories with motion-picture background. Wm. Fleming French. $\frac{1}{2}$ to 5c, Acc.

New Movie Magazine, 55 5th Ave., New York. (M-10) Fan material, usually by arrangement. Frederick James Smith. 2c, Acc.

Photoplay, 221 W. 57th St., New York. (M-25) Motion picture articles. James R. Quirk. Good rates, Acc.

Picture Play Magazine, 79 7th Ave., New York. (M-10) Articles 1200 to 1500 of interest to motion picture enthusiasts, usually on assignment. Norbert Lusk. Ind., Acc.

Radio Digest, 420 Lexington Ave., New York. (M-35) Non-technical radio fact items, short humorous verse, jokes, epigrams, "Hits-Quips-Slips" on radio programs. Raymond Bill; H. P. Brown. Mng. Ed. \$1 to \$5 up, Pub.

Screen Book, 529 S. 7th St., Minneapolis. (M) Short news articles on popular screen favorites, usually on assignment. Capt. Roscoe Fawcett; Marcella Burke, Western Ed. Liberal rates, Acc.

Screenland, 49 W. 45th St., New York. (M-25) Feature articles dealing with motion pictures. Miss Delight Evans. Fair rates, Pub.

Screen Play, 529 S. 7th St., Minneapolis, Minn. (M-25) Authentic articles of interest to movie fans, usually on assignment. Capt. Roscoe Fawcett; Carl A. Schroeder, Assoc. Liberal rates, Acc.

Theatre Arts Monthly, 119 W. 57th St., New York; 99 Regent St., London W 1, England. (M-50) Theatrical articles 1800 to 2500. Edith J. R. Isaacs. 2c, Pub.

Theatre Magazine, 22 W. 48th St., New York. (M-35) Sophisticated articles on the theatre up to 1500. Stewart Beach. 3c, Pub.

Variety, 154 W. 46th St., New York. (W-15) Theatrical articles, news. Sime Silverman. Inc.

TRADE JOURNALS, MISCELLANEOUS

American Artisan, 139 N. Clark St., Chicago. (W) Merchandising articles with illustrations on experiences of men in warm-air heating and sheet metal work. J. D. Wilder. \$2.50 column, photos \$3, Pub.

American Baker, The, 118 S. 6th St., Minneapolis. (M-10) Technical articles on baking, illustrated articles on new bakeshops, attractive window photos, merchandising talks. Carroll Michener, Mng. Ed. $\frac{1}{2}$ to 1c, photos \$1 to \$3, Acc. (Overstocked.)

American Druggist, 57th St. at 8th Ave., New York. (M) Highest type drug merchandising articles. Herbert R. Mayes. High rates, Acc.

American Hatter, 1225 Broadway, New York. Trade miscellany. E. F. Hubbard. $\frac{1}{2}$ c to 1c, photos \$2, Acc.

American Painter & Decorator, 3713 Washington Ave., St. Louis. (M) Fact stories on successful painters and decorators 1000. George Boardman Perry. Up to 1, Pub.

American Paint & Oil Dealer, 3713 Washington Ave., St. Louis. (M) Retail paint selling articles, illustrated. Arthur A. Poss. Good rates, Pub. (Overstocked.)

American Paper Merchant, 1911 Conway Bldg., Chicago. (M) News and features of paper trade. Frank C. Petrine, Mng. Ed. $\frac{1}{2}$ c up, Acc.

American Perfumer & Essential Oil Review, 432 4th Ave., New York. (M) Technical, scientific articles on perfumes, cosmetics, soaps, etc.; articles on merchandising and advertising of same from manufacturer's standpoint; news items on manufacturers. Ind., features, Acc.; news, Pub.

American Printer, The, 9 E. 38th St., New York. (M-25) Technical articles for printing plant executives. L. B. Siegfried. 1c up, Pub.

American Roofer, 58 W. Washington St., Chicago. (M) Limited market for roofing articles. Eugene Pope. $\frac{1}{2}$ c up, Pub.

American Silk Journal, 373 4th Ave., New York. (M-30) Articles on silk, rayon, textile industry 1500 to 3000. H. W. Smith. \$3 per column, Pub.

Amusement Park Management, 114 E. 32nd St., New York. (M-25) Constructive articles on general amusement park operation, with photos. Charles Wood. 1c, photos, \$1.50, Pub.

Art of Mosaics & Terrazzo, 400 W. Madison Ave., Chicago. Articles on use and sale of mosaics and terrazzo work. P. C. Connelley. 1c, photos \$2, Pub.

Automobile Trade Journal & Motor Age, Chestnut and 56th Sts., Philadelphia. (M) Features based on interviews with successful automobile or equipment dealers. Don Blanchard. 1c up, Pub.

Automotive Electricity, 420 Lexington Ave., New York. (M-20) Technical articles on automotive electric and shop equipment, articles on merchandising service and accessories. L. E. Murray. 1c, Pub. (Overstocked.)

Auto Body Trimmer & Painter, 128 Opera Place, Cincinnati. (M) Limited market for technical and merchandising articles of trade. J. F. Hutcheson. $\frac{1}{2}$ c, Pub.

Bakers' Helper, 330 So. Wells St., Chicago. (2M-20) Business-building plans for bakers, technical articles, chiefly supplied by staff. E. T. Clissold. \$5 to \$15 page.

Bakers' Weekly, 45 W. 45th St., New York. (W) News correspondents in principal cities. Albert Klopfer. 1c, Pub.

Beach and Pool and Aquatics, 114 E. 32d St., New York. (M-25) Illustrated articles on swimming and beach operation, particularly country clubs and municipally operated pools, 1000. Charles Wood. 1c up, photos \$1.50 up, Pub. (Overstocked.)

Black Diamond, 431 S. Dearborn St., Chicago. (W-20) Practical, method articles in the coal field. Robert L. Moffett. $\frac{1}{2}$ c up, Pub.

Boot & Shoe Recorder, 239 W. 39th St., New York. (W) News and features of shoe industry. Regular correspondents. Arthur D. Anderson. 1c, Pub.

Boys' Outfitter, 175 Fifth Ave., New York. (M) Interviews with boys' department buyers. Regular correspondents. Theodore Kahan. $\frac{1}{2}$ c, Pub.

Brick & Clay Record, 59 E. Van Buren St., Chicago. (Bi-W) News and features of brick and clay industry. Regular correspondents. H. V. Kaepfel, Mng. Ed. 1c up, Pub.

Building Maintenance, 120 E. Michigan St., Milwaukee. (M) Technical and management articles. H. James Larkin. 1c, photos \$2, Pub.

Building Material Merchant, The, 139 N. Clark St., Chicago. (M-15) Articles on merchandising of concrete, fence, builders' hardware, sand and gravel, etc., fireplace fixtures, built-in furniture, home modernizing, 300 to 500. Ames A. Castle. 25c inch, photos \$2, Pub.

- Building Supply News**, 59 E. Van Buren St., Chicago. (M) News and merchandising features of lumber and building material dealers. Query. L. J. Zorn, Mng. Ed. 1c, Pub.
- Bus Transportation**, 10th Ave. at 36th St., New York. (M-25) Practical bus operation articles 2000, 2 or 3 photos. C. W. Stocks. 3/4c, Acc. News items, first 100 words 2 1/2c, balance each item 1/4c.
- Casket & Sunnyside**, 487 Broadway, New York. (M) Interviews with morticians on embalming and mortuary management. Seabury Quinn. 1/4c, Pub.
- Ceramic Industry**, 59 E. Van Buren St., Chicago. (M-25) News items pertaining to pottery, glass, enamel plants, executives, sales campaigns, production activity. H. V. Kaepfel. 1c, Pub.
- Chain Store Age**, 93 Worth St., New York. (M-35) Feature articles on special assignment only. Godfrey M. Lebhar. About 1 1/4c, Pub.
- Chain Store Management**, 180 N. Michigan Ave., Chicago. (M-25) Technical merchandising articles covering store displays, promotional methods, etc., 1000. Walter B. Martin. 1/4c, Pub.
- Chain Store Review**, 114 E. 32d St., New York. (M) Chain store management and merchandising articles, mostly staff prepared. Malcolm G. Sweeney, Mng. Ed. 1c up, Pub.
- Cleaners and Dyers Review**, 128 Opera Place, Cincinnati. (M-30) Technical articles, success stories, proved merchandising plans up to 2000; illustrations desirable. Gus Kepler. 1/4c, Pub.
- Cleaning and Dyeing World**, 1697 Broadway, New York. (W) Technical articles, merchandising, advertising, window display, success stories. A. R. Kates. About 1/4c, Pub.
- Coin Machine Journal**, 205 W. Wacker Drive, Chicago. (M) News, features, pictures, of interest to manufacturers of automatic vending machines, supplies and allied products. D. Dollnig. 1c, photos \$2, Pub.
- Commercial Car Journal**, Chestnut and 56th St., Philadelphia. (M) Articles on selling, servicing, operation of motor trucks. George T. Hook. Good rates. Pub.
- Concrete Products**, 542 S. Dearborn St., Chicago. (M) Articles on manufacture and marketing of cement products. E. S. Hanson. Inc.
- Confectioners Journal, Inc.**, 437 Chestnut St., Philadelphia. (M-35) Articles on wholesale and retail manufacturing candy business and candy jobbing. Eugene Pharo. Up to 1c, Acc.
- Cracker Baker**, The, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) One or two-page stories pertaining to biscuits and crackers, or the industry; plant write-ups; sales stories; practical or technical articles; human interest and success stories of men in industry. L. M. Dawson. 30 to 50c inch, Pub.
- Dairy Produce**, 110 N. Franklin St., Chicago. (M) Limited market for illustrated features on distribution and merchandising of dairy products. C. S. Paton. Up to 1c, Pub.
- Dairy World**, 608 S. Dearborn St., Chicago. (M-10) Merchandising stories of proven merit on milk plants, creameries, ice cream, cheese and dairy by-products manufacturers, with photos or ads. E. C. Ackerman. 1c, ads \$1, photos \$1 to \$3, Pub.
- Diesel Power**, 192 Lexington Ave., New York. (M) Articles on oil engine uses. T. R. Hay. 1c, Pub.
- Distribution and Warehousing**, 249 W. 39th St., New York. (M-30) Articles dealing with public warehouse problems. Kent B. Stiles. 3/4c up, photos \$2, Pub.
- Domestic Engineering**, 1900 Prairie Ave., Chicago. Plumbing and heating trade merchandising and technical articles. 1c, Pub.
- Draperies and Decorative Fabrics**, 420 Lexington Ave., New York. (M-35) Authenticated articles on selling and advertising decorative fabrics, photos. W. H. MacCleary. 1c, photos \$3, Pub.
- Druggist**, The, Liberty and Chicago Sts., Jackson, Tenn. Drug merchandising stories from Tennessee, Arkansas, Mississippi, Louisiana, Alabama, and West Kentucky. Seale B. Johnson. 1/4c, photos \$2, Acc.
- Druggists' Circular**, The, 12 Gold St., New York. (M) Druggist success articles. G. K. Hanchett. Ind., Pub.
- Drug Topics**, 291 Broadway, New York. (M-25) Merchandising articles 1500, describing how druggist—name and address given—sold more merchandise, saved money. Dan Rennick. Good rates, photos \$3, Pub.
- Drug Trade News**, 291 Broadway, New York. (Bi-M) News of manufacturers in drug and toilet goods fields. Dan Rennick. Ind.
- Dry Goods Economist**, 239 W. 39th St., New York. (M-25) Articles of specific interest to department store field, up to 1200. C. K. MacDermut, Jr., Mng. Ed. 1 1/2c to 2c, photos \$2, special rates on best material, Acc.
- Editor & Publisher**, 1700 Times Bldg., New York. (W-10) Newspaper trade articles, news items. Marlen E. Pew. \$2 col. up, Pub.
- Electrical Dealer**, 360 N. Michigan Ave., Chicago. (M) Illustrated articles reflecting unusual operations in re-tailing domestic electrical goods or radio by any sort of store. Queries answered. Rudolph A. August. 1c up, Acc.
- Electrical Installation**, 461 Eighth Ave., New York. (M-35) Electrical installation articles with wiring diagrams, photos. News items of electrical contractors and others who install electrical equipment and lighting. Leslie H. Allen, Mng. Ed. 1c up, photos \$2 up, Pub. (Query.)
- Electrical West**, 883 Mission St., San Francisco. (M-25) Articles on methods of improving sale of electrical merchandise by dealers and contractors, unusual electrical installations involving special technique. William A. Cyr, Asso. Ed. 1/2 to 1c, Pub.
- Electrical Wholesaling**, 620 N. Michigan Ave., Chicago. (M) Largely staff-written. Query editor on possible features. Henry Young. Good rates, Pub.
- Electric Refrigeration News**, 550 Maccabees Bldg., Detroit. (W-10) Method articles of dealers, distributors, and salesmen of electric refrigerators; informative articles on installations and servicing of refrigeration machines; timely news; human interest photos. George F. Taubeneck. 1c, Pub.
- Enamelist**, 2100 Keith Bldg., Cleveland, O. (M) Technical or semi-technical articles dealing with porcelain enamel, and stove manufacturing processes; success stories. Write E. O. Baldwin for latest rates.
- Excavating Engineer**, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, drag-line dredge, clam shell, excavating contracts, open pit mining, quarry, drainage, etc., 500 to 2000. Arnold Andrews. 1c, photos \$1, Pub. Query.
- Feed Bag**, The, 210 E. Michigan St., Milwaukee. (M-25) Unusual merchandising ideas employed by retail feed dealers 1000 to 1200. David K. Steenbergh. 1c up, ub.
- Feedstuffs**, 118 S. Sixth St., Minneapolis, Minn. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade. Carroll K. Michener. 1/2 to 1c, Acc. (Overstocked.)
- Florists' Exchange**, 448 W. 37th St., New York. (W-15) Trade material in florist and nursery fields. Write before submitting. L. D. Seymour, Asso. Ed. 1/4c up, Pub.
- Ford Dealer and Service Field**, Montgomery Bldg., Milwaukee. (M-25) Ford trade articles preferably under 1000. H. James Larkin. 1c, Acc.
- Ford Dealers News**, 117 W. 61st St., New York. Ford trade articles. C. C. Pearsall, Mng. Ed. 1/4c up, Pub.
- Furniture Age**, 2225 Herndon St., Chicago. (M-30) Illustrated articles on practical methods, furniture and department stores in advertising, displaying, selling furniture, rugs, draperies, radio, stoves, refrigerators, bedding, gift goods, credit and collection methods, accounting systems, 500 to 1500; interviews and important news. J. A. Gary. 1c, photos \$2, Pub.
- Furniture Manufacturer**, 200 N. Division St., Grand Rapids, Mich. Manufacturer and factory superintendent stories of wholesale selling or some phase of factory production 500 to 1500. A. C. Saunders. 1c, photos \$2 up, Pub.
- Furniture Merchandising**, Charlotte, N. C. (M-30) Merchandising success events; unusual window photos. Milton Samson. 1 to 3c, photos \$1 to \$3 and up, Pub.
- Furniture Record and Journal**, 200 N. Division St., Grand Rapids, Mich. (M-30) Experience stories of furniture merchandising, advertising successes, with facts endorsed by stores interviewed; stories on successful furniture and house furnishings departments 1000 to 2000. K. C. Clapp. 1/2 to 1 1/4c, photos \$2.50 to \$5, Pub.
- Gas Age-Record**, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. W. Springborn. 1c, Pub.
- General Building Contractor**, 119 W. 40th St., New York. (M-25) Material on assignment only, mostly by staff. Story-telling pictures of construction projects. Theodore A. Crane, Ed.; P. A. Stone, Mng. Ed. Ind., Pub.
- Giftwares**, 260 5th Ave., New York. (M) Illustrated articles on operating gift and art shops 500 to 1200. Lucile O'Naughlin. 1c, photos \$3, Pub.
- Good Hardware**, 79 Madison Ave., New York. (M-20) Illustrated articles 100 to 200 for hardware dealers; humorous verse, jokes, epigrams, pertaining to the trade. Ralph F. Linder. 2c, jokes \$2, Acc.
- Hide and Leather**, 300 W. Adams St., Chicago. (W-15) Technical tannery articles 1000 to 10,000. Watterson Stealey. 1c, Pub.
- Hotel Management**, 221 W. 57th St., New York. (M-25) Hotel operation articles, business building ideas, 100 to 1500. J. S. Warren. 1c, Acc.

Hotels and Resorts, 5 S. Wabash St., Chicago. (M-20) Practical hotel and resort operation articles 1500. Has section, Food Profits. C. A. McBride. $\frac{1}{4}$ c to 1c, Pub. (Overstocked.)

Hotel World-Review, 221 W. 57th St., New York. (W-5) Query editor on hotel news and features. J. O. Dahl. $\frac{1}{4}$ to 3c, Acc.

Housewares Merchandising, 1170 Broadway, New York. (M) News and features from housewares departments. S. P. Horton. 1c, Pub.

Ice Cream Field, 461 8th Ave., New York. (M-10) Illustrated business-building articles for ice cream plants 750 to 2000. W. H. Hooker. $\frac{1}{4}$ c up, photos 50c to \$1, Acc.

Ice Cream Review, 501-515 Cherry St., Milwaukee. (M-25) Methods articles of interest to ice cream manufacturers and employees. Edward Thom. $\frac{1}{4}$ c up, Pub. (Overstocked.)

Ice Cream Trade Journal, 171 Madison Ave., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of specific wholesale ice cream companies 500 to 2000. Harry W. Huey. 1c, Pub.

Ice & Refrigeration, 435 N. Waller Ave., Chicago. (M) Ice making, cold storage, refrigeration articles and news. J. F. Nickerson. Ind., Pub.

Industrial Retail Stores, 626 Prov. Bank Bldg., Cincinnati. (M-20) Articles on operation of "Company" or industrial retail stores, 1000 to 1500. Hull Bronson. $\frac{1}{4}$ c, Pub. (Overstocked.)

Inland Printer, 330 S. Wells St., Chicago. (M-40) Constructive articles on production, selling and management problems of printing industry. J. L. Frazier. \$10 page up, Pub.

Institutional Jobber, 221 W. 57th St., New York. (M) Experience articles on selling to hotels, restaurants, hospitals, clubs, schools 100 to 1500, fact items, photos. Gene Van Guilder. 1c up, Acc.

International Blue Printer, 431 S. Dearborn St., Chicago. (M-30) Illustrated technical articles on blue printing, photo copying, mechanical and construction engineering, 2000 or less. Glen Edwards. 1c, photos \$1, Pub.

Jewelers' Circular, 239 W. 39th St., New York. (M-25) Storekeeping, merchandising articles for retail jewelers, important news of jewelry trade. T. Edgar Willson. 1c to 2c, Pub.

Jobber Topics, Tribune Tower, Chicago. (M) Stories about successful automotive jobbers and methods, short inspirational poems, jokes. Ken Cloud. Approx. $\frac{1}{4}$ c. photos, \$3, Pub. (Overstocked.)

Keystone, The, 1505 Race St., Philadelphia. (M) Well-written articles on jewelry store management and merchandising 750 to 2000; news of jewelry trade. H. P. Bridge, Jr. 1 to 2c, news 30c inch up, photos \$1.50 to \$4, Pub.

Laundry Age, 1478 Broadway, New York. (M) News and features of laundry industry. Specific requirements on request. Regular correspondents. J. M. Thacker. Ind., Pub.

Laundryman's Guide, 506 Bona Allen Bldg., Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production line, etc., in modern steam laundries 750 to 1800, general news items 50 to 400. H. S. Hudson, Ed.; W. B. Savell, Mng. Ed. $\frac{1}{4}$ to 1c, Pub.

Linens & Domestics, 1170 Broadway, New York. (M-10) Trade and feature articles on linen goods; interior or window display photos. Julien Elfenbein. 1 to 2c, photos \$1 to \$3, Pub.

Magazine of Light, The, Nela Park, Cleveland, O. (M-20) 1000-word feature articles of unusual lighting installations; merchandising articles. J. L. Tugman. 1c, Acc.

Manufacturing Jeweler, The, 42 Weybosset St., Providence, R. I. (W-5) Material staff-prepared or obtained through special arrangement. W. Louis Frost. $\frac{1}{4}$ c, Pub.

Materials Handling & Distribution, 420 Lexington Ave., New York. (M-30) Practical, not theoretical, articles on efficient and economical systems of handling materials mechanically, either in production or physical distribution operations. John A. Cronin. Ind., generally Pub.

Meat Merchandising, 105 S. 9th St., St. Louis. (M) Practical merchandising articles of trade. No grocery interviews. John L. Hoppe. $\frac{1}{4}$ c Acc., 1c, Pub.

Merchandise Manager, 205 E. 42d St., New York. (M-50) Specific sales promotion, good selling articles, around 2000, preferably signed by executives. Clinton G. Harris. \$35 to \$75 an article, Pub.

Merchandising Ice, 435 N. Waller Ave., Chicago. (M-25) Articles on sales plans, advertising displays and developments related to ice-using equipment. J. F. Nickerson. $\frac{1}{4}$ c to 1c, Acc.

Metalcraft, 4th St. at Clinton, Jamestown, N. Y. (M-50) Articles on metal work. L. M. Nichols. Good rates, Pub. (Query.)

Milk Dealer, The, 501-515 Cherry St., Milwaukee. (M-25) Problems related to preparing milk for distribution, selling and delivering. Edward Thom. $\frac{1}{4}$ c, Pub. (Overstocked.)

Mill & Factory, 420 Lexington Ave., New York. (M-35) Write editor for detailed instructions to contributors. Hartley W. Barclay. 2 to 10c, usually Acc.

Millinery Trade Review, 1225 Broadway, New York. (M-50) Millinery trade miscellany. Charles Steinecke, Jr. $\frac{1}{4}$ c to 1c, photos \$2, Pub.

Modern Ice Cream Industry, 114 E. 32d St., New York. (M) Merchandising and allied distribution problems of ice cream manufacturers. Prentice Winchell. 1c, Pub.

Modern Packaging, 11 Park Place, New York. (M-35) Illustrated articles on package production and merchandising. D. E. A. Charlton. 1 to 4c, Pub.

Modern Stationer, 250 5th Ave., New York. (M-25) Illustrated dealer stories. David Manley. 1c, photos \$3, Pub.

Mortuary Management, 1095 Market St., San Francisco. (M-50) Articles on management problems in the funeral field. Wm. Berg. $\frac{1}{4}$ c to 1c, Pub.

Motor Boat, 10 E. 39th St., New York. (M) Articles on boat and engine selling and manufacturing methods 800 to 1000, short kinks, news items of builders and dealers. Gerald T. White. \$10 page, Pub.

Motor Freight & Bus Journal, 431 S. Dearborn St., Chicago. (M) News and features on bus and motor truck organizations and maintenance. R. S. Torgerson. 1c, Pub.

Music Trade News, 1697 Broadway, New York. (M-20) Illustrated articles on retailing sheet music, band instruments. Albert R. Kates. $\frac{1}{4}$ c up, Pub.

National Bottlers' Gazette, 233 Broadway, New York. (M-50) Features of interest to the soft-drink bottling trade. W. B. Keller, Jr. \$7.50 page, Pub.

National Butter Journal, 5th and Cherry Sts., Milwaukee. (M) Articles on manufacture and distribution of butter. Edward Thom. $\frac{1}{4}$ c, Pub. (Overstocked.)

National Carbonator & Bottler, 504 Bona Allen Bldg., Atlanta, Ga. (M-10) Illustrated articles on business building methods for bottled soft drink plants, in actual use, 750 to 2000; news items 50 to 100. W. B. Savell. $\frac{1}{4}$ c to 1c, photos 50c to \$1, Pub.

National Cheese Journal, 5th and Cherry Sts., Milwaukee. (M) Articles on manufacture and distribution of cheese. Edward Thom. $\frac{1}{4}$ c, Pub. (Overstocked.)

National Cleaner & Dyer, 305 E. 45th St., New York. (M-20) Success stories, technical, salesmanship articles. Roy C. Denney. Fair rates, Pub.

National Jeweler, 536 S. Clark St., Chicago. (M) Limited market, material on strictly merchandising subjects 250 to 500. Francis R. Bentley. $\frac{1}{4}$ to 1c, Acc.

National Lumberman, 249 W. 39th St., New York. (M-10) Industry news and brief merchandising articles under 300. Ralph McQuinn. 1c up, photos \$2, Pub.

National Retail Lumber Dealer, 824 Hearst Bldg., Chicago. (M) Actual interviews with lumber dealers, stressing specialty departments, and lumber retail stores; fillers and shorts. Lyman M. Forbes. 1c, Pub.

Northwestern Confectioner, 707 N. Broadway, Milwaukee. (M-20) Business articles featuring retail, jobbing, manufacturing confectioners 1000 to 1500. G. B. Kluck. Fair rates, Pub.

Northwestern Miller, 118 S. 6th St., Minneapolis, Minn. (W-5) Technical articles on flour milling industry, emphasis on merchandising. Query first. Carroll K. Michener, Mng. Ed. $\frac{1}{4}$ to 1c, Acc.

Nugent's, 239 W. 39th St., New York. High-class articles on women's specialty shops. Small market. Henry Sucher. $\frac{1}{4}$ c, photos \$2.50, Pub.

Office Appliances, 417 S. Dearborn St., Chicago. (M) Articles on selling office equipment. H. W. Martin, Asst. Ed. 30c inch, Pub.

Optometric Weekly, 17 N. Wabash Ave., Chicago. Optometric trade miscellany. $\frac{1}{4}$ c, Pub.

Pacific Bottler, 853 Howard St., San Francisco. (M) News and features of Western bottlers. Clyde Lightbody. 1c, Pub.

Pacific Drug Review, 35 N. 9th St., Portland, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Low rates, Pub.

Pacific Retail Confectioner, 35 N. 9th St., Portland, Ore. (M) Trade-building articles for retail confectioners and soda-fountain owners 500 to 2000. F. C. Felter. \$5 page, Pub.

Packing & Shipping, 30 Church St., New York. (M-25) Items of interest to transportation, railways, motor trucks, warehouses, on packing, handling, distribution, loss and damage in shipping, etc., 1000 to 2500. C. M. Bonnell, Jr. ½ to 1c, photos 50c to \$1, Pub.

Paper Selling, 1911 Conway Bldg., Chicago. (M-10) Creative, aggressive paper and paper products salesmanship articles up to 1200. Frank C. Petrino. ½c up, Acc.

Petroleum Age and Service Station Merchandising, 500 N. Dearborn St., Chicago. (M) Articles on merchandising and distribution of petroleum products, details of successful marketing businesses. Pub.

Petroleum Marketer, The, 913 Hunt Bldg., Tulsa, Okla. (M-20) Articles on merchandising and management from experience of petroleum jobbers. Grady Triplett. 1c up, Acc.

Picture and Gift Journal, 537 S. Dearborn St., Chicago. (M) Illustrated merchandising articles on gift and picture shops. C. Larkin. About ¾c, Pub.

Plumbing & Heating Contractors Trade Journal, 515 Madison Ave., New York. (2-M-20) Articles covering merchandising activities of successful plumbing and heating contractors. R. G. Bookhout. Good rates, Acc.

Power, 330 W. 42d St., New York. (W-15) Technical articles on power generation up to 3000, by engineers or power executives. \$10 to \$12 page, 1200 words, Acc.

Power Plant Engineering, 53 W. Jackson Blvd., Chicago. (2M-15) Articles on power plant operation, appliances and use 500 to 1500. Arthur L. Rice. ¾c, Pub.

Printing, 41 Park Row, New York. (Bi-W-25) Printing plant and sales management articles up to 2000, trade news of employing printers in plants. Charles C. Walden, Jr., Ed.; Ernest F. Trotter, Mng. Ed. 27c to 40c per inch, photos ½ space rates, Pub.

Progressive Grocer, 79 Madison Ave., New York. (M) Illustrated idea articles 100 to 200, grocery trade articles 1200 to 1500, photos, trade jokes. Ralph F. Linder. 1c to 2c, Acc.

Publishers' Weekly, 62 W. 45th St., New York. (W-15) Articles on publishing, book selling, sales promotion, etc. Frederic G. Melcher. 1c, Pub.

Radio-Music Merchant, 420 Lexington Ave., New York. Features on merchandising of radios by radio and music dealers 1000. V. E. Moynahan. 1c, photos \$2, Pub.

Railway Mechanical Engineer, 30 Church St., New York. (M) Railroad shop kinks, photos. Roy V. Wright. 50c inch, Pub.

Refrigerated Food News, 550 Maccabees Bldg., Detroit. (M-10) Articles on application of refrigeration to foods, and their use; successful merchandising methods; news concerning quick frozen foods; news of commercial refrigeration sales organizations. George F. Taubeneck. 1c, Pub.

Refrigeration, Walton Bldg., Atlanta, Ga. (M-25) Name and fact stories on ice refrigeration and merchandising of ice. Hal Reynolds. \$4 column, Pub.

Restaurant Man, The, 270 Washington St., Brooklyn. (M-25) Articles on operation, management or construction of restaurants 1500 to 2000; photos essential. M. E. Lerner. ¾c, Pub.

Restaurant Management, 221 W. 57th St., New York. (M-25) Restaurant operation articles 100 to 1500; biographical sketches, human-interest articles, confessions with constructive slant up to 1500. Ray Fling. 1c, Acc.

Retail Druggist Illustrated, 250 Lafayette Blvd., Detroit, Mich. (M-15) Illustrated merchandising articles 500 to 2000, series, editorials 50 to 500, window display photos, advertising samples. E. N. Hayes. Ind., Acc.

Retail Furniture Selling, 222 N. Bank Drive, Chicago. (M-15) Short fact items on furniture merchandising. Feature articles usually only on assignment. L. S. Lees. 1c, ads 50c, photos \$2 plus photographer's bill on ordered photos, Pub.

Retail Ledger, 1346 Chestnut St., Philadelphia. (M-15) Articles on various phases of retailing—advertising, delivery, credits, salesmanship, etc., 1500 to 2000. Special attention to home furnishings. William Nelson Taft. 1c to 1½c, photos \$3, Acc.

Retail Tobacconist, 117 W. 61st St., New York. (W-15) Articles on business methods of successful tobacconists 500 to 1500. H. B. Patrey. ¾c, Pub.

Rock Products, 542 S. Dearborn St., Chicago. (2-M) Articles on cement, lime, gypsum, quarries, sand and gravel plant operations, etc. N. C. Rockwood. Inc.

Sanitary and Heating Age, 239 W. 39th St., New York. (M-25) Well-illustrated merchandising articles. A. R. McGonegal. 1c, Pub. (Overstocked.)

Seed Trade News, 60 W. Washington St., Chicago. (W) Seed news only. N. C. Helms. ¾c, Pub.

Seed World, 1018 S. Wabash Ave., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. ¾c, Pub.

Service Station News, 369 Pine St., San Francisco. (M) Western articles on service station operation. Buys little except from regular correspondents. R. H. Argubright. ½c, photos \$1 up, Pub.

Shoe Factory, 300 W. Adams St., Chicago. (M-15) Technical articles on shoe manufacturing, news items of factories. E. E. Cote. 1c, news ½c, Pub.

Shoe Repair Service, 702 Commercial Bldg., St. Louis, Mo. (M-Gratis) Constructive trade articles 500 to 1500, verse on shoe repairing 1 to 4 stanzas, fact-items, fillers 50 to 100, jokes. A. V. Fingulin. ½c to 1½c, Pub.

Soda Fountain, The, Graybar Bldg., New York. (M-15) Illustrated articles on business-building methods for soda fountains, soda lunches. John R. Ward. 1c, Pub. (Overstocked.)

Southern Funeral Director, 502 Walton Bldg., Atlanta, Ga. (M-25) Articles of interest to southern morticians. Hal Reynolds. \$8 page, Pub.

Southern Hardware, 1020 Grant Bldg., Atlanta, Ga. (2M-15) Illustrated articles on management and merchandising methods in southern hardware stores. 1c up, Pub.

Southwestern Bottler, 429 Milam Bldg., San Antonio, Texas. (M-10) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana, and Arkansas. Ruel McDaniel. ½c up, Pub.

Southwestern Jewelers' Forum, 812 Wholesale Merchants Bldg., Dallas, Tex. (M-10) Interviews with successful retail jewelers in southwestern states. Joe Buckingham. ½ to 1c, Pub. (Not in market.)

Spice Mill, The, 103 Water St., New York. (M-35) News from tea, coffee, and spice centers. Limited market for brief articles. C. S. Sewell. ½ to 1c, Pub.

Sporting Goods Dealer, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated reviews on merchandising, store arrangement, news. C. T. Felker. ½c up, Pub.

Sporting Goods Journal, 139 N. Clark St., Chicago. (M) Specific feature articles describing successful merchandising plans; photos. Ames A. Castle. ½c up, Pub.

Starchroom Laundry Journal, 415 Commercial Square, Cincinnati, O. (M-25) Feature articles on laundry business, 1000. J. N. Wheeler. ½c to 1c, Pub.

Syndicate Store Merchandiser, 951 Broad St., Newark, N. J. (M-20) Articles on 5-and-10c store merchandising, displays. Beverland M. Ramsey. 1c, Pub.

Tires Magazine, 420 Lexington Ave., New York. (M-25) Merchandising and servicing articles on tire retailers and service station operators 1500 to 2000. Jerome T. Shaw. ½ to 1c, news items 25c inch, fillers ½c, photos \$3, Pub.

Toilet Requisites, 250 Park Ave., New York. (M-35) Verified interviews with drug or department store buyers or higher executives concerning toiletries retailing in cities 25,000 or over. Photos. No general stories. Keep under 1200. S. G. Swift. 1c, Acc.

Warm Air Heating, 109 S. 9th St., St. Louis. (M) Editorial board supplies 80% of material. Query editor. Paul L. Reed. 1c, Pub.

Wayside Salesman, 1105 Merchandise Mart, Chicago. (M) Illustrated business-building articles on wayside inns, barbecue stands, tourist camps, roadside refreshment stands, etc. Frank Gruber. 1c, photos 75c to \$1, Pub.

Western Confectioner and Ice Cream News, 853 Howard St., San Francisco. (M-35) News and features of Western candy, ice cream, fountain trade. Russell B. Tripp. Fair rates, Pub. (Overstocked.)

Western Florist, 312 E. 12th St., Los Angeles. (2-M) News and features of successful florists. M. J. Phillips. ½c up. (Overstocked.)

Western Hotel Reporter, 651 Market St., San Francisco. (W-15) Illustrated articles of interest to hotel men. E. A. Hammesfahr. 20c inch, Pub.

Western Wood Worker and Furniture Manufacturer, 71 Columbia St., Seattle, Wash. (M) Articles on wood-working plant operations, illustrated interviews with plant managers and superintendents, western locale, 1000. Nard Jones. ½c to 1c, Pub.

Wholesale Druggist, 291 Broadway, New York. (M) Concrete drug business articles. Jerry McQuade. 1c up, Pub.

Window Shade and Drapery Journal, 22 E. 12th St., Cincinnati. (M-10) Articles on all phases of shade business, interviews, news items, photos. ½c, Pub.

Wood Construction, Xenia, Ohio. (2-M-15) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. \$10 page, including art, Pub.

Wood Working Industries, 415 W. 4th St., Jamestown, N. Y. (M-40) Technical wood-working management and production articles. L. M. Nichols. Good rates, Pub. Query.

LIST D

Juvenile and Young Peoples' Publications

American Boy, The, 550 Lafayette Blvd., Detroit, Mich. (M-20) Older boys' interests. George F. Pierrot. 2c up, Acc. (Out of market till January, 1933.)

American Girl, 670 Lexington Ave., New York. (M-15) Ages 12 to 18. Girl Scouts publication. Action short-stories 3500 to 4500; articles by arrangement. Miss Margaret Mochrie. 1c up, Acc.

American Newspaper Boy, 15 W. Fifth St., Winston-Salem, N. C. (M) Short-stories of adventure, modern newspaper carrier boy heroes 1600 to 2500. Bradley Welfare. ½c, Acc.

Boy Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Medium ages. Short-stories 2000, serials, articles, miscellany. 1/3c up, Acc.

Boys and Girls, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys and girls up to 12. Short-stories 600 to 1000, short serials, verse, occasional brief articles on nature, science, things-to-do. Mrs. C. H. Battle. ½c, Acc.

Boys' and Girl's Comrade, Gospel Trumpet Co., 5th and Chestnut, Anderson, Ind. (M) Ages 9 to 15. Character and educational articles 500 to 1500, wholesome short-stories 1000 to 2000, serials 5 to 15 chapters, editorials 250 to 500, verse 2 to 6 stanzas, fact items, fillers. L. Helen Percy. \$2 to \$2.50, photos 25c to \$1, Pub.

Boys' Comrade, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Ages 14 to 18. Short-stories 2000, serials, illustrated articles 100 to 1500, verse, miscellany. O. T. Anderson. \$4 to \$5 per M., Acc.

Boys' Life, 2 Park Ave., New York. (M-20) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sport, achievement short-stories, preferably 2000 to 3000, serials up to 30,000, articles up to 2000. James E. West. 2c up, Acc. (Overstocked.)

Boys' World, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys 13 to 17. Short-stories 2200 to 2500, serials 4 to 6 chapters, 2200 each, scientific, success articles up to 300, occupation articles 150 to 500, successful boys, curiosity, scientific news items, miscellany. Fiction 1c up; articles, fillers ½c up, Acc.

Challenge, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Young people, 17 years up. Adventure, achievement short-stories 1500 to 2500, serials 2 to 12 chapters 2000 each; descriptive, biographical, travel articles up to 2000; verse. Hight C. Moore; Noble Van Ness. ½c, verse \$1 to \$2.50, Acc.

Child Life, Rand, McNally & Co., 536 S. Clark St., Chicago. (M-35) Ages 2 to 12. Short-stories, miscellany up to 1800. Marjorie Barrows. ½ to 1c, Acc. (Overstocked.)

Children's Playtime, The, 1240 Ontario St., Cleveland, O. (M-25) Children 6 to 14. Educational short-stories 1000 to 1500, articles 1000. Helen R. Kydd; E. F. Schueren, Mng. Ed. ½c, Acc.

Christian Youth, 327 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000 to 2200; fillers, nature, fact, how-to-make-it articles 300 to 1000. Bible puzzles. Charles G. Trumbull; John W. Lane, Asso. \$10 a story, fillers \$4, puzzles \$1 to \$2, Acc.

Classmate, Methodist Book Concern, 420 Plum St., Cincinnati. (W-5) Young People 18 to 24. Wholesome short-stories 2500 to 3500, serials 30,000 to 40,000, illustrated articles 1000 to 2500, fact items 200 to 1000, verse. A. D. Moore. Fillers ½c up, fiction 1c up, verse \$5 to \$10, Acc.

Cradle Roll Home, The, 161 8th Ave., N., Nashville, Tenn. (Q) Articles for parents 500 to 1000, children's stories 300 to 500; verse, fact items. Agnes Kennedy Holmes. ½c, verse 25 cents line, Acc.

Dew Drops, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 5 to 8. Short-stories 900 to 1000, short articles, editorials 250 to 300, verse up to 12 lines. Fiction 1c up; articles, fillers ½c up, Acc.

Epworth Herald, 740 Rush St., Chicago. (W-5) Articles on youth's activities 1000 to 1200, religious essays 1000, short-stories 1200 to 1500, verse up to 20 lines. W. E. J. Gratz. ½ to 1c, verse 15c line, photos \$3 to \$5, Acc.

Epworth Highroad, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (M) Young people, 16 to 24. Short-stories 2500 to 4000; serials, 4 to 8 chapters; illustrated articles 1000 to 1800; short poems. R. L. Hunt. ½ to 1c, verse 25c line, Acc.

Every Child's Magazine, 108 N. 18th St., Omaha, Nebr. (M) Children about 12. Short-stories 2000; travel articles. Few fairy stories. Grace Sorenson. Low rates, Pub.

Everygirls, Lyon at Ottawa, Grand Rapids, Mich. (M-15) For Camp Fire girls. Short-stories 2000 to 3000, serials 12,000 to 15,000; articles on sports, camping, parties, handicraft. Marta K. Sironen. ½c, photos \$1, Acc.

Forward, Presbyterian Bd. of Christian Education. Witherspoon Bldg., Philadelphia. (W) Boys and girls, 14 to 23 years. Short-stories 2500 to 3000, serials (overstocked), illustrated articles 700 to 1000, fillers 150 to 400. John T. Faris. ½c, Acc.

Friend, The, United Brethren Pub. House, Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000 to 2500; serials 5 to 8 chapters; informational, inspirational articles 100 to 800, short verse. J. W. Owen. \$1 to \$5 per story, poems 50c to \$2, Acc.

Front Rank, The, Christian Bd. of Pub., 2710 Pine St., St. Louis, Mo. (W) Young people, teen ages. Moral short-stories 2000 to 2500, serials 20,000 to 25,000, verse, miscellany. O. T. Anderson. \$4 to \$5 per M., Acc.

Girlhood Days, Standard Pub. Co., 9th and Cutter Sts., Cincinnati, O. (W) Girls 12 to 18. Out-of-door short-stories 1800 to 2000, serials, miscellany. 1/3c up, Acc.

Girls' Circle, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Girls 13 to 17. Short-stories 2500, serials 9 to 10 chapters, articles 100 to 2000, poems up to 20 lines. Erma R. Bishop. \$4 to \$5 per M., Acc.

Girls Companion, D. C. Cook Pub. Co., Elgin, Ill. (W) Girls 13 to 17. Short-stories 2000 to 2500, serials 4 to 6 chapters 2200 each, illustrated occupation articles 150 to 800. Inspiration and information material 100 to 300. Fiction 1c up; articles, fillers ½c up, verse 10c line, photos \$1.50 to \$3, Acc.

Girl's World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W) Ages 13 to 16. Wholesome action short-stories 2500, serials of 2500-word chapters. Informative articles 200 to 800, photos. Owen C. Brown. \$4.50 to \$6 per M., Acc.

Haversack, The, Methodist Pub. House, 810 Broadway Nashville, Tenn. (W) Boys, 10 to 17. Short-stories 2000 to 3000, serials 4 to 10 chapters, miscellany. ½c up, Acc.

Intermediate Weekly, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Ages 13 to 17. Wholesome short-stories, boy and girl characters, 2000 to 3000, serials 6 to 12 chapters 2000 each; travel, biographical, practical articles 2000; verse. Noble Van Ness; Novella Dillard Preston. ½c poems \$1 to \$2.50, Acc.

John Martin's Book, 300 4th Ave., New York. (M-50) Children up to 12. Informative articles up to 2000, little tot short-stories 1000 to 1200, short stories of fact, romance, fancy for older children up to 2000; serials, boy and girl appeal, 6 chapters of 2500; short and narrative verse, craft articles, continuity jokes. John Martin; Helen Waldo, assistant. 1c to 3c, verse 25c line up, Acc.

Junior Christian Endeavor World, 41 Mt. Vernon St., Boston. (M-5) Short-stories 1500; serials, 6 to 8 chapters 1500 each; items on current events, history, travel, Bible, children's organizations, etc., 100 to 500; illustrations. Stanley B. Vandersall. ½c, Acc.

Junior Home Magazine, 1018 S. Wabash Ave., Chicago. (M-25) Juvenile short-stories, "how-to-make" articles, miscellany. Bertha M. Hamilton. 1c, Pub.

Junior Joys, Nazarene Pub. Soc., 2923 Troost Ave., Kansas City, Mo. (W) Boys and girls 9 to 12; short-stories 1500 to 1800, serials 6 to 12 chapters, short miscellany. Mabel Hanson. ½c, Acc.

Junior Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Children 8 to 12. Short-stories, serials, verse. 1/3c, Acc.

Junior Safety Patrol, 1791 Howard St., Chicago. (M) Teen-age boys' material. F. C. Singleton. 1c, Pub. (Overstocked.)

Junior Weekly, The, 161 8th Ave., N., Nashville, Tenn. (W-5) Girls and boys 9 to 12. Short-stories, biographical, historical, scientific, discovery articles 1500. Novella Dillard Preston; Noble Van Ness. ½c to ¾c, Acc.

Junior World, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Children 9 to 12. Short-stories 500 to 3000, serials 8 to 12 chapters, poems up to 16 lines, informative articles 200 to 600. Hazel A. Lewis. \$4 to \$5 per M., Acc.

Junior World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W-8) Children 9 to 12. Short-stories up to 2500, serials 2500-word chapters, miscellany. Owen C. Brown. \$5 per M., Acc.

Kindergarten Primary Magazine, 278 River St., Manistee, Mich. (Bi-M-20) Ages 4 to 6. Short-stories up to 500, short verse; articles on child training up to 1500; games, instructive playlets. Grace C. Dow. \$1 to \$5 per article, verse 25c to \$1, Acc.

Little Folks, The, Augustana Book Concern, Rock Island, Ill. (W) Material for children 5 to 8. Mrs. Edith Ching Palm, Hecor, Minn. Low rates, Pub.

Lutheran Boys and Girls, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Ages 9 to 14. Short-stories, articles. Low rates, Acc.

Lutheran Young Folks, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Older boys and girls. Illustrated descriptive articles, short-stories 3000 to 3500, serials 6 to 12 chapters. Fair rates, Acc.

Mayflower, The, Pilgrim Press, 14 Beacon St., Boston. (W) Children under 9. Short-stories 300 to 700, verse. Fair rates, Acc.

Olive Leaf, Augustana Book Concern, Rock Island, Ill. (W) Boys and girls, medium ages. Religious and adventure stories 500, verse 8 to 12 lines. Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago. $\frac{1}{4}$ c to $\frac{1}{2}$ c, Pub.

Onward, 8 N. 6th St., Richmond, Va. (W-3) Young People. Character building short-stories, serials, short articles, editorials, verse. Miss Clarabel Williams. \$3 to \$5 per M., Acc.

Open Road for Boys, 130 Newbury St., Boston. (M-10) Boys' interests. Aviation, sport, adventure, humorous short-stories 2000 to 3500, serials up to 40,000, articles 1000 to 1500. Clayton H. Ernst. Up to 1c, Acc. and Pub.

Our Little Folks, United Brethren Publishing House, Dayton, O. (W) 4 to 9 years. Short-stories 300 to 600. J. W. Owen. Up to $\frac{1}{2}$ c, Acc.

Picture Story Paper, 150 5th Ave., New York. Children 4 to 8. Short-stories 300 to 800, verse. $\frac{1}{4}$ c to 1c, Acc.

Picture World, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories 400 to 800, verse. \$3 per M up, verse 50c stanza, Acc.

Pioneer, The, Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) Boys 12 to 15. Short-stories 2500 to 3000, serials 6 to 8 chapters 2500 each, illustrated articles 800 to 1000. John T. Faris. Articles 2/5c up, stories \$12 up, photos 50c to \$2, Acc.

Play Mate, 3025 E. 75th St., Cleveland, O. (M-15) Juvenile short-stories 600 to 2500, serials by arrangement; illustrated natural history articles 600, fillers, photos. No fairy tales. Esther Cooper, 1 to 3c, verse 25c line, Acc. line, Acc.

Portal, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Wholesome action short-stories 1500 to 3000, serials 20,000 to 25,000, vocational, project articles on assignment only, editorials. Wilma K. McFarland. 1c, verse \$5 to \$10, Acc.

Queen's Gardens, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Girls 12 to 15. Short-stories 2500 to 3000, serials 6 to 8 chapters 2500 each; illustrated travel, nature articles 800 to 1000. John T. Faris. Articles 2/5 to $\frac{1}{2}$ c, stories \$12 up, Acc.

Ropeco Magazine, Rogers, Peet & Co., 842 Broadway, New York. (M-Free) Boys 5 to 16. Adventure, animal, boy-interest short-stories, articles, jokes, miscellany. Miss L. F. Roth. $\frac{1}{4}$ c, Acc.

St. Nicholas, 155 E. 14th St., New York. (M-35) Boys and girls, 10 to 14. Distinctive action short-stories up to 3500, serials by commission, brief amusing verse. May Lamberton Becker. 1c up, verse 25c line, Acc.

Stories, Presbyterian Board of Pub., 420 Witherspoon Bldg., Philadelphia. Primary children. Character-building short-stories 500 to 800, verse. $\frac{1}{2}$ c, verse 50c stanza, Acc.

Storyland, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis, Mo. (W) Children under 9. Short-stories 300 to 1000, poems 4 to 12 lines, simple puzzles. Hazel A. Lewis. \$4 to \$5 per M, Acc.

Storytime, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Children 6 to 9 and parents. Short-stories 300 to 600, articles 100 to 300, verse. Mrs. Ruth Taylor. $\frac{1}{2}$ c, Acc.

Story World, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W) Very little children. Short-stories 300 to 600; verse. $\frac{1}{2}$ c, Acc.

Target, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Boys 9 to 15. Short-stories 1500 to 3000, serials of character development 20,000 to 30,000, articles with photos 1200 to 1800, editorials 300 to 700, verse 8 to 20 lines, fact items, fillers, 200 to 500. Alfred D. Moore. $\frac{1}{4}$ c to $\frac{1}{2}$ c, verse \$2.50 up, Acc.

Torchbearer, The, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Girls 12 to 17. Short-stories 2500 to 3500, serials 2 to 10 chapters, articles 1000 to 2000; verse. Rowena Ferguson. $\frac{1}{4}$ c up, Acc.

Watchword, The, United Brethren Pub. House, Dayton, O. (W) Short-stories, serials for young people, miscellany. E. E. Harris. \$1.50 to \$2 M, Acc.

Wee Wisdom, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Children 6 to 12. Uplifting short-stories 800 to 2500, serials 2500 to 8000, verse, puzzles. Jane Palmer. Up to 2c, verse up to 25c line, Acc.

Wellspring, The, Pilgrim Press, 14 Beacon St., Boston. (W) Boys and girls, medium ages. Short-stories, serials, verse, miscellany. 2/3c, Acc.

What To Do, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys and girls 9 to 13. Short-stories 2000 to 2500, serials 4 to 6 chapters 2500 each, articles, editorials up to 800. Fiction 1c up; articles, fillers $\frac{1}{4}$ c up, Acc.

Young Crusader, The, 1730 Chicago Ave., Evanston, Ill. (M-3) Children's paper of W. C. T. U. Temperance, health, anti-tobacco, character-building articles and short-stories up to 1500; puzzles. Katharine P. Crane. Moderate rates, Pub. No payment for verse.

Young Israel, 3 E. 65th St., New York. (M-10) Children under 16. Short-stories 2000 to 2500, serials 4 to 1200 to 2000, verse. Elsa Wehl. Under 1c, verse \$5, Acc.

Young People, Amer. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W) 17 years up. Short-stories 2500, serials of 2500-word chapters, articles, miscellany. Owen C. Brown. \$4.50 to \$6 M, Acc.

Young People, The, Augustana Book Concern, Rock Island, Ill. (W) Articles and stories, Christian ideals for children 11 to 16. Dr. Geo. A. Fahlund, 533 Crescent, N. E., Grand Rapids, Mich. Low rates, Acc. (Overstocked.)

Young People's Friend, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W) Educational articles, essays 1000 to 1500, short-stories 1200 to 2500, serials 5 to 15 chapters, editorials, verse 3 to 8 stanzas. L. Helen Percy. \$2 to \$3 per M, verse 5c line, Pub.

Young People's Paper, 1816 Chestnut St., Philadelphia. (W) Teen ages. Feature and inspirational articles under 1500, short-stories up to 3000, serials 13,000. \$4 to \$5 per M, Acc.

Young People's Weekly, D. C. Cook Pub. Co., Elgin, Ill. (W) Ages 17 to 25. Short-stories 3000, serials up to 8 chapters, short illustrated articles, miscellany. Fiction 1c up; articles, fillers $\frac{1}{4}$ c up, Acc.

Youth, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) For youthful persons of all ages. Solution of problems from standpoint of Christ teachings. Short-stories 1500 to 3500, articles 500 to 1500, poetry 4 to 16 lines. Ernest C. Wilson. 1 to 3c, verse 25c line up, Acc.

Youth's Comrade, The, Nazarene Pub. So., 2923 Troost Ave., Kansas City. (W) Boys and girls, high-school ages. Short-stories 2000, serials, articles, miscellany. $\frac{1}{4}$ c, Acc.

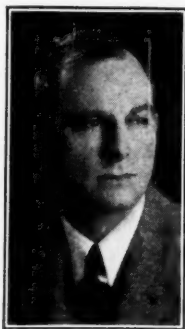
Youth's World, Am. Baptist Pub. Soc., 1703 Chestnut St., Philadelphia. (W) Boys, teen ages. Short-stories 2500, serials 2500 each chapter, articles, editorials, fact items, photos. Owen C. Brown. \$4.50 to \$6 M, Acc.

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Literary Market Tips

(Continued from Page 16)

Query the editor before doing the final work of investigation and writing; outline the case and you will receive intelligent cooperation. *Triple-X Western* and *Battle Stories* always will have a place for a good yarn. *Triple-X Western* is wide open but *Battle Stories* is supplied for three or four months with long lengths. Both markets pay 1½ cents a word and up. *Screen Play*, *Screen Book* and *Hollywood* magazines are, as usual, hard to crash by any writer not in direct contact with stars and studios, as large staffs on the east and west coasts are writing exclusively for these books. Exceptional new work is always welcome, however, and payment is liberal. There are branch offices at 52 Vanderbilt Avenue, New York, and 6605 Hollywood Boulevard, Hollywood, for direct contact with writers desiring assignments. The new humor magazine, *Hokey*, published by Popular Magazines, Inc., offers a splendid new field for cartoonists and humorists who can meet its requirements for sophisticated humor. Only original work will be considered. Artists may submit rough outlines of ideas in pencil, finished work preferably in wash. The rates are liberal. New contributors are always welcome, whether they be beginners or professionals who have concentrated on other markets in the past. Every member of the staff will cooperate to the fullest extent possible in helping new contributors to secure cash with speedy acceptances.

Western Rangers, 205 E. Forty-second Street, New York, will not be in the market for material for the next sixty days, pending a decision as to its future continuance.

Detective Story Magazine, 79 Seventh Avenue, New York, of the Street & Smith group, informs contributors of a slight change in policy. F. E. Blackwell, editor, writes: "The magazine wants its stories to be of the 'swift-moving action type' detective story, with the detective playing the leading role. In all stories the detective must be completely successful in arresting the criminal or criminals whom he seeks. It is important that the story have a complete and satisfactory ending. That is, nothing must be left up in the air for the reader to figure out himself. Short-stories should run from 2500 to 5000 words; full length novelettes, 25,000 to 30,000 words, medium length novelettes, 10,000 to 25,000 words." Good rates are paid on acceptance. The change in policy lies in the discontinuance of "off-trail" stories which would be defined as crime rather than detective fiction.

Daredevil Aces, 205 E. Forty-second Street, New York, is a new magazine of the Popular Publications, Inc., devoted to thrilling air fiction. Harry Steeger is editor. Rates, it is understood, will be on a par with the other magazines of this group, 1 cent a word up, on acceptance.

The Thinker, 49 W. Forty-fifth Street, New York, has passed into bankruptcy. The receiver is the Irving Trust Company, 233 Broadway, New York, to whom all claims against the publication should be sent.

MY CLIENTS ARE SELLING

The collage features several magazine covers and article snippets. At the top left is 'The Noël Patrol' by Edgar L. Cooper. To its right is 'HIGH STEPPERS'. Further right is 'The Black' by Jack DeWitt. Below these are 'SPEED!', 'Wise Guy', 'Interrupted Love' by Irene Malina, 'Reporter's Luck' by Sam Carlsen, 'Love on the Rocks' by Helen Blahod Dan, and 'THE GREAT GORILLA' by Lewis Salisbury. Each item includes a small illustration or a snippet of text from the original publication.

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Short Stories, Garden City, N. Y., has recently been increased in size from 176 to 224 pages, making it what is claimed to be the biggest all-fiction magazine published. Roy de S. Horn, editor, writes: "Most of this extra length will go into more and longer complete novels and novelettes. One of the early issues contains a novel of 60,000 words printed complete in a single issue. Each issue will contain four or five complete novels and novelettes, the novels averaging 25,000 words or more in length and the novelettes 10,000 or 12,000 words. Due to the fact that we use these short novelettes in both *West* and *Short Stories*, there is an unusually good field here for authors who can turn out really good Northern and Western stories in these lengths. Cattle country stories, lumberjack stories, adventure stories set in Canada and Alaska, are always doubly useful to us, since they can be used in both magazines. Rates for material are naturally lower these days than they were in the boom times of three or four years ago, but nevertheless I am sure that authors will find our rates generally as good as any in the field. Furthermore, we mail the checks out the day the story is accepted. Our third publication, *Star Novels*—a magazine of 256 pages in size—contains three complete book-length novels of adventure and mystery. What we are doing here mostly is buying complete books which are just about to be brought out by book publishers and which have not been serialized elsewhere."

Our Army Magazine, 160 Jay Street, Brooklyn, will be overstocked for several months.

Science Fiction, 10707 Kimberley Avenue, Cleveland, Ohio, is announced as a new market for the work of science fiction writers. It is issued by the Morontz Publications. Jerome Siegel is editor, and Bernard J. Kenton is managing editor. The latter writes: "More boodle for science fiction writers, in the appearance of our new ¼ to 3 cents a word publication. Stories desired must have a snap in them such as is found in the works of P. Schuyler Miller and Francis Flagg. No fairy tales with a 10,000-word introduction involving the construction of a space-machine, or the technical potentialities of seven different kinds of water-glass as a function of the temperature in expectation of determining the heat of activation of the colloidal coagulation of silicic acid, are desired. What we do want are tales in which the interest does not lag, since lengthy descriptions stick out like a sore thumb in the way of an otherwise uncriticisable periodical. If unacceptable, we will radio stories back at the earliest opportunity, provided sufficient postage accompanies each manuscript." Payment is presumably on publication.

The Jewish Tribune, formerly at 570 Seventh Avenue, New York, suspended publication some months ago, and has just been purchased by *The American Hebrew*, 71 W. Forty-seventh Street, New York, with which, presumably, it will be consolidated.

Outlook, 120 E. Sixteenth Street, New York, will be published monthly beginning with March. It is to be a larger magazine, containing more feature articles than heretofore.

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Emphatic denial of the charge published in the January *AUTHOR & JOURNALIST* to the effect that the Merwil Publishing Company, 143 W. Twentieth Street, New York, which issues *Gay Parisienne*, *Gay Broadway*, and *La Paree Stories*, has failed to meet its obligations to authors, is entered in a letter received from Irving Donenfeld, head of the company. We quote from Mr. Donenfeld's letter. "Most of our writers, illustrators, and artists are paid promptly, and in many cases, when they are in need of cash, get an advance before payment is due. As in every other line of business, there are occasions when people insist upon getting paid more than is due them. In your own publication you quote us as paying ½ cent a word. There were just two instances where writers demanded 1 cent a word, declined our offer of a check for what was legitimately due them, with the result that they are now suing us. They have the right to sue, and we have the right to defend ourselves. Whether they are right or we are right the court will eventually decide." Mr. Donenfeld accompanies this statement with an extended list of writers to whom he refers for verification of the statement that the magazines have paid for their contributions promptly on publication. *THE AUTHOR & JOURNALIST* published its warning in good faith, as a result of complaints received from certain authors who reported difficulties in making collection for published material. We recognize, however, that individual misunderstandings are not necessarily conclusive as to the general policy of a publishing company. We are glad to be assured by Mr. Donenfeld that writers in general, who

submit work to the Merwil magazines, can depend upon prompt payment on publication at the announced rate of ½ cent a word.

Mid-West Story Magazine, 601 Twelfth Street, Lawrenceville, Ill., was incorrectly listed in our January issue as being located in Indiana. It is edited by Chester Bolton, and desires short articles pertaining to deeds of heroism of the pioneer of the old Northwest, 200 to 800 words, and short-stories of drama and romance based on similar themes, 800 to 2000 words. Payment is nominal and after publication.

Sweetheart Stories, 100 Fifth Avenue, New York, of the Dell Group, "wants more sophisticated material than it has been buying heretofore," according to Dorothy Grinnell, editor. It uses love stories of from 6000 to 8000 words, novellettes of 10,000 to 15,000, serials of 20,000 to 35,000, also verse. Payment is at 1 cent a word, 25 cents a line for verse, on acceptance.

The American Boy, 550 Lafayette Boulevard, Detroit, Mich., writes that, owing to an overstocked condition, it will not be in the market for material of any kind until January, 1933.

News Story Magazine, 305 E. Forty-sixth Street, New York, is no longer under the editorship of P. L. Trussell. The editorial affairs of the magazine are now in the hands of William L. Mayer, an officer of the company. The magazine is reported to be considerably behind in its payments due to authors.

The Playgoer, formerly at 134 N. La Salle Street, Chicago, has moved to 1245 S. State Street.

THEORY *and* PRACTICE

RECENTLY I was challenged to do in *The Writer's Digest*, to which for years I have been a regular contributor of articles on writing and selling stories, something never before attempted. I was asked to write one or more articles plotting a story and covering each step in detail—and to prove the efficacy of my advice by selling that story to a first-class magazine, in contrast to the usual technical article, which is mostly mere theorizing.

I accepted the challenge. The first of these articles appeared in the February issue of *Writer's Digest*, and the second, which brings the story to its conclusion, appears in the March issue. The story developed in these two articles has been sold for \$550.00 to the first editor to whom it was submitted.

The moral? I practice what I preach—and I am able to do for myself what I offer to do for others.

The genuine, friendly, and strictly personal help I have given in the fifteen years and more since I first took up this work is, perhaps, the reason for my clients' success. This week I have received copies of three books just published, the work of Professional Collaboration clients; while on my desk as I write this is the record of hundreds of acceptances of stories of clients in both the Criticism and Sales and the Professional Collaboration Services; some of these stories, previously declared "unsalable," sold readily after revision.

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These fees are inclusive. They cover a detailed, constructive criticism of anywhere from 1,500 to 6,000 words if unavailable; if a story is available, or can be made so by revision, the fee covers all such work, including typing, submission, etc. In brief, I back my judgment of a story with my time and money, instead of asking the author to do so.

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The Sunday School Board of the United Church of Canada, 299 Queen Street, W., Toronto 2, Canada, issues five Sunday school weekly papers, as follows: *Onward*, for young people and grown-ups; *The Canadian Boy*, for boys 12 to 16; *The Canadian Girl*, for girls 12 to 16; *Playmate*, for boys and girls of 9 to 11, and *Jewels*, for tiny tots. George A. Little and Archer Wallace are editors. Stories should have a Canadian tang. Historical and travel articles and other clean reading matter suitable for Christian homes and Sunday schools are used. Payment, it is stated, is on acceptance at ½ cent a word or better. It should be remembered that postage to Canada is now 3 cents an ounce; American coins can be sent for return postage.

The Antiochian Magazine, P. O. Box 591, Atlanta, Ga., is announced as a monthly edited by Richard Merton Petty, which desires to get in touch with Southern writers. It is interested in short short-stories on crime, love, mystery, gangster and adventure themes, also poetry from 4 to 20 lines, jokes, gags, and full-page humor, and articles of national interest on crime, politics, prohibition, etc. No payment is to be made at first.

Vogue, 420 Lexington Avenue, New York, offers a limited market for articles on travel which have some relation to fashionable life. They should either deal with smart resorts or with remote places which have become fashionable to the traveler. Travel photos and society snapshots are purchased. Payment is on acceptance at from \$50 to \$150 per article according to the material.

The Spur, 515 Madison Avenue, New York, purchases a limited number of articles on subjects of travel, personalities, and the arts, but its needs are so highly specialized that as a rule such material is ordered especially. No fiction is used, or any material not suited to a class publication catering to wealthy and sophisticated readers. Payment is at varying rates on acceptance. Suitable jokes are purchased at \$3 each, poems at \$5 for four lines.

The Northwest Syndicate, 416 Hodgson Building, Minneapolis, writes that it is in the market for good daily or weekly newspaper syndicate features. "There is no limit to the nature of the material we handle, and our coverage includes the whole of the United States and Canada. Features for daily, weekly, or Sunday papers are all in our line. All rejections are by letter. Rejection slips are not used." Curtis Erickson is manager.

Opinion, A Journal of Jewish Life and Letters, 114 E. Thirty-second Street, New York, offers a market for articles and essays pertinent to its title, between 1000 and 2000 words in length, and short-stories between 1000 and 2500 words; also some verse. Payment is on publication at 1 cent per word, \$5 for poems. The editors are James Waterman Wise and Johan J. Smertenko.

The Children's Playtime, 1240 Ontario Street, Cleveland, Ohio, is edited by Helen R. Kydd. E. F. Scheuren is managing editor. It uses short-stories for children, ages 6 to 14, of educational and instructive nature. Length limits are from 1000 to 1500 words. Articles up to 1000 words of interest to children are used. Payment is at ½ cent a word on acceptance.

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Junior Safety Patrol, 1791 Howard Street, Chicago, writes that delays in reporting on manuscripts have been due to a variety of causes, but that reports will be made as promptly as the limited staff can read the accumulation of manuscripts on hand. No more material is desired for the present.

The Greenwich Village News, 35 Charles Street, N. W., New York, is in the market for articles of 800 words or less on activities of art colonies throughout the United States, and also for reminiscences of former residents of Greenwich Village. Payment is at nominal rates, writes C. Grand Pierre, editor.

Mummery, 853 Broadway, New York, is announced as a new monthly magazine of the Albee Publishing Company, to appear with the March issue. Its sub-title, "Pictures of the Month in Mirth," indicates its scope. It will "serve the news, compiled, kidded along, served with pepper and a dash of wit." All topics except religion will be covered. Probably it will not be in the market for material from free-lance writers.

Air Devils and *Crime Mysteries* are new magazines to come from the offices of Metropolitan Publishers, Inc., 537 S. Dearborn Street, Chicago, publishers of *Popular Fiction Magazine*. Length limits for material within the scope indicated by titles of these magazines are up to 20,000 words; payment, 1 to 2 cents a word on publication.

Photo-Era Magazine, Wolfeboro, N. H., will be taken over and combined with *American Photography*, 428 Newbury Street, Boston, beginning with the April issue.

The New Republic, 421 W. Twenty-first Street, New York, offers a limited market for sketches of not over 1000 words. These should deal with character background rather than plot. Payment is at 2 cents a word on publication.

The following magazines have been reported as discontinued:

Far East Adventure Stories, New York.

Cupid's Diary, New York.

Detective Action, New York.

Police Gazette, New York.

Underworld Romances, New York.

The Drama Magazine, New York.

Voice of Majestic, Chicago.

▼ ▼ ▼ ▼
Prize Contests

Outlook, 120 E. Sixteenth Street, New York, on account of its change to monthly publication, has discontinued its "Remarkable Remarks" contest.

The Instructor, Dansville, N. Y., announces its fifth travel contest. One hundred prizes, ranging from \$100 to \$5 will be awarded for narratives of vacation travel (by rail or steamship) during 1932. Contest open only to teachers or those holding administrative positions in elementary and junior high schools, or teachers in training. For further information, address Travel Editor, as above.

Kaleidoscope, 702 N. Vernon Street, Dallas, Tex., offers a \$10 prize for the best suggestion for a new name for the magazine submitted by May 1, 1932.



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(For further particulars, see Page 43)

The Colgate-Palmolive Company announces a series of monthly prize awards with prizes each month ranging from \$500 to \$5, for best "blurbs" either for Colgate's or Palmolive soaps. The final contest will close July 31, 1932. Address Contest Editors, Box 1133, Chicago, Ill.

The United Daughters of the Confederacy announce a series of prizes for literary compositions. A number of the prizes are open only to members of the organization. Information on these may be secured from the historian general, Mrs. John Huske Anderson, Raleigh, N. C. The following prizes are open to the general public: The Freeman prize of \$25 for best unpublished story of Robert E. Lee, The Thomas D. Osborn Cup for best unpublished poem (not free verse) founded upon some Civil war subject or carrying a story of southern chivalry; limit, 1000 words; closing date, September 20, 1932. The Mary Lou White prize of \$250, half payable on award, and half when story is published in a well-known magazine, for the best original story of real literary merit founded on the life of the early colonists in Virginia or one of the other Southern states; length limit, 2000 words; submit under a pen name, before June 15, 1932. Other prizes are offered to college students.

The Nashville Woman's Press and Authors' Club offers the Beth Slater Whitson Memorial prize of \$15 for best unpublished poem submitted. Length limit, sixteen lines. Submit not later than April 30 to Mrs. J. Montgomery Farrar, Chairman, 410 Cotton States Building, Nashville, Tenn.

The Oxford University Press is offering a series of prizes for book reviews written by boys and girls. Prizes are \$15, \$10, and \$5, in two age-groups, one from 6 to 10, the other from 11 to 16. For complete rules, address Oxford University Press, Books for Boys and Girls, 114 Fifth Avenue, New York. Closing date, May 1, 1932.

Liberty, 1926 Broadway, New York, offers prizes of \$500 to \$1 each week for best "comebacks," or wise cracks in answer to each week's published questions. It also pays \$1 each for all questions accepted.

The Keystone Steel & Wire Company, Peoria, Ill., is offering \$1,775 in prizes for the best ideas on "How Good Woven Wire Fence Helps Increase Farm Income." There are eighty-five prizes, ranging from \$3 to \$500. Contestants are urged to confine articles to 500 words, although longer ones will be considered. "It's the idea that counts, not writing skill." Contest closes May 9, 1932, and is open to anyone interested in farming, except Keystone employees. Write the company for contest blanks.

The American Hammered Piston Ring Co., 1410 Bush St., Baltimore, Md., offers 113 prizes, totaling \$10,000, for best letters of not more than 100 words each giving a non-technical description of the piston ring and stating why it is the "best." Closes March 31, 1932.

Northwest Farmer, Winnipeg, Ont., Can., buys original jokes at \$1 each.

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The Flower Grower, Calcium, N. Y., published for many years by Madison Cooper, has been purchased by the J. B. Lyon Company, Albany, N. Y. Mr. Cooper will continue as editor. Fair rates are paid for manuscripts on flower growing and gardening.

Chain Store Age, 93 Worth Street, New York, has announced a reduction in rates on all material purchased after January 23. The rate for feature stories will henceforth be 75 cents an inch instead of 90 cents, or approximately 1 2/3 cents a word instead of 2 cents; for ideas and suggestions, 60 cents an inch instead of seventy cents, or approximately 1 1/3 cents a word instead of 1 1/2 cents.

The Haire Publications, 1170 Broadway, New York, have acquired *The Crockery and Glass Journal* and combined it with *China and Glass Guide*. F. Calvin Demarest, for many years publisher of *Crockery and Glass Journal*, will remain with the publication as president and general manager.

Pacific Bottler, formerly at 57 Post Street, San Francisco, has moved to 853 Howard Street. Clyde Lightbody, editor, reports that he is buying very little material.

National Real Estate Journal, a Porter-Beady-Langtry publication, 139 N. Clark Street, Chicago, is now being issued monthly instead of every other month. In addition to the twelve monthly issues, however, there will be published the middle of each April a "Roster" number.

Frank Gruber, 616 Lee Avenue, Webster Groves, Mo., editor of *Wayside Salesman*, requests that all manuscripts for this publication hereafter be sent to his home address, given above. Henceforth, rates will run from 1/2 to 1 cent per word, payable on publication. "Incidentally," he writes, "you might mention that the copy list is pretty short at present."

Howard B. Rose, editor, *Western Highways Builder*, 706 Union League Building, Los Angeles, reports that he could use a few highway engineering articles from Wyoming and Montana, 800 to 1500 words, with pictures; also a few 500-word biographies of contractors, with photographs, from the same field, an extra rate being promised for these, according to value. Regular payment is 1/2 cent a word on acceptance, with pictures extra.

Practical Mechanics is the name chosen for the companion publication to *Popular Aviation*, 608 South Dearborn Street, Chicago, announced in the February Market Tips. The first issue, which has just appeared, is largely devoted to telling readers how to build various practical things for the home and the out-of-doors, to hints on such subjects as welding, radio repairs, automobile repairs, etc., to experiments both in chemistry and physics, that can be worked out at home for educational or amusement purposes. Summed up, *Practical Mechanics* is interested in almost anything that will amuse, aid or interest the mechanically-minded individual. Blueprints, drawings, and photographs should accompany all articles, if possible. B. G. Davis is editor.

Inventive Age & Patent Market, 718 East Fourth Street, Brooklyn, N. Y., is planning to raise its rates soon, according to a letter from E. A. Darmer, publisher. "We want material covering manufacturing or production methods, their difficulties, if any, and how they might be improved," Mr. Darmer writes. "Photos should be close-ups of machinery or apparatus where possible. We also need material with an 'idea' behind it, some new device needed, how it might be put across, possible market, etc." Present rates are 25 cents a column inch on publication.

Fire Engineering, 24 West Fortieth Street, New York, is now being issued monthly, instead of bi-weekly. It will appear the tenth of each month.

Building Material Digest, Livingston-Badeaux Company, Palmolive Building, Chicago, is a new publication devoted to the interests of small-town lumber dealers. William H. Badeaux, formerly secretary of Northwestern Lumbermen's Association, and Dave Livingston, for the last six years with *Successful Farming*, are behind the publication.

Charles Dillon, long vice-president and managing editor of *Transportation*, 6312 W. Sixth Street, Los Angeles, writes that he resigned December 31 last. *Transportation* has no funds at present for the purchase of material, but Mr. Dillon assures those contributors who have not been paid for published articles that just as soon as the railroads again begin to buy equipment and the manufacturers to advertise, there will be money, and he confidently believes that every writer will be paid.

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Esther L. Schwartz, Peekskill, N. Y., author of "Parents Prefer Babies," issued by E. P. Dutton & Co., New York, and of many published stories.

H. B. Davenport, Alamogordo, N. M., a featured writer of Western stories.

James W. Routh, San Diego, Calif., regular contributor to Clayton Magazines, Dell Publications and Street & Smith.

Marion Scott, Santa Fe, N. M., one of the most successful writers of mystery stories.

Allan L. Cook, Los Angeles, Calif., mystery story writer of great promise, whose work is appearing in many publications.

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